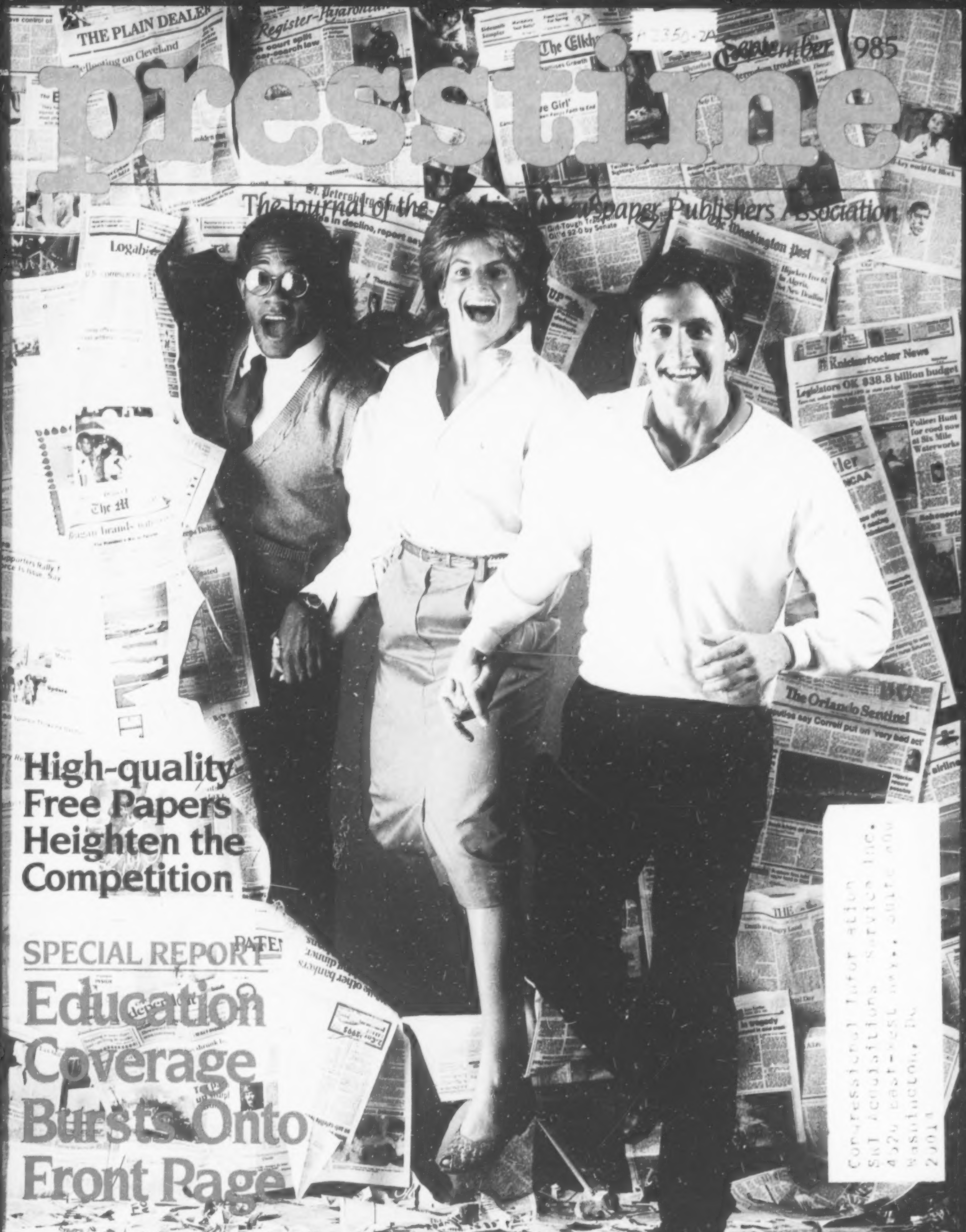
r 2350-2A

September 985

presstime

The Journal of the [illegible] Newspaper Publishers Association


THE PLAIN DEALER
Register-Pajaronian
The Elkhart
St. Petersburg Times
The Washington Post
Knickerbocker News
Legislators OK $38.8 billion budget
The Orlando Sentinel

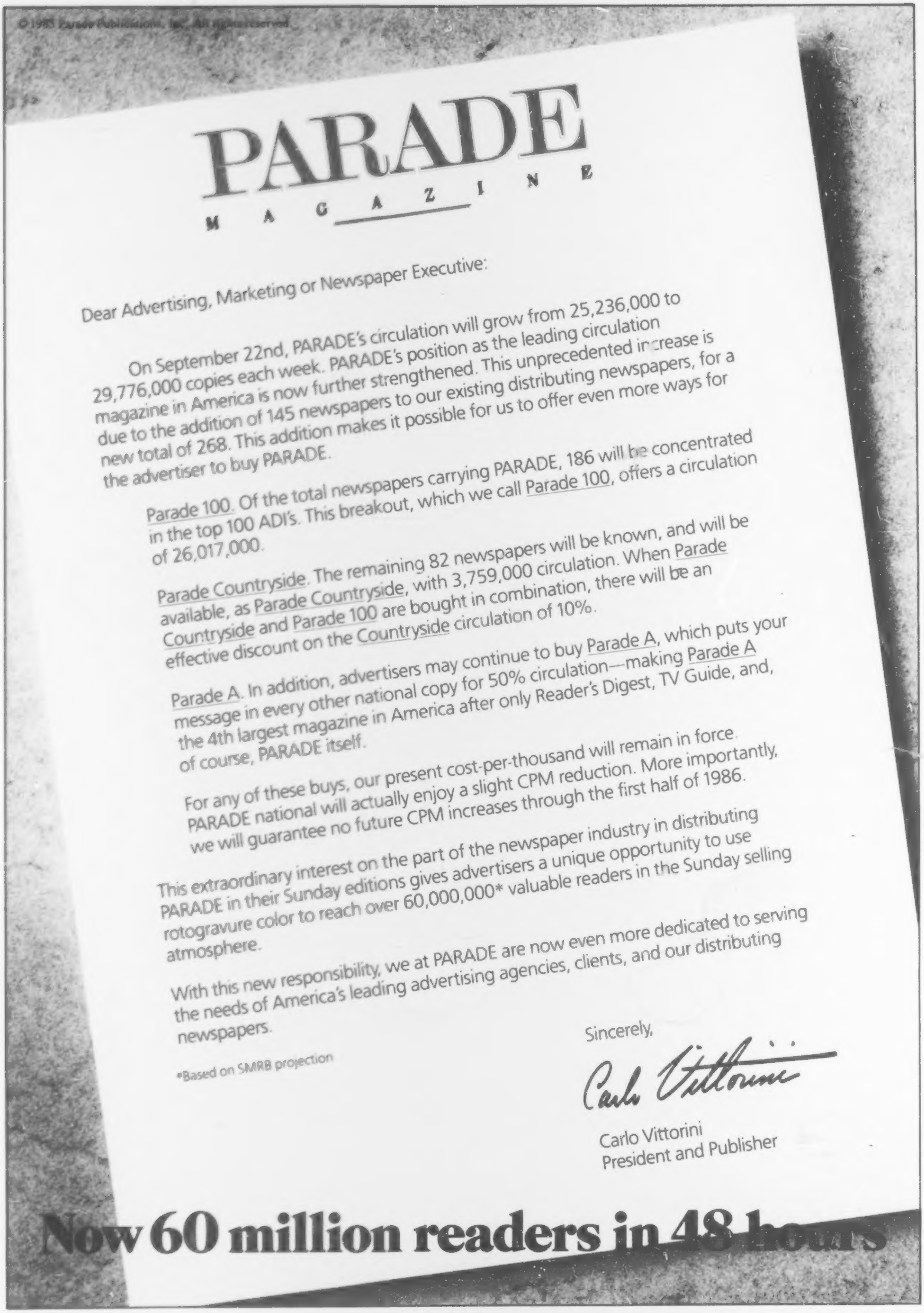
High-quality Free Papers Heighten the Competition

SPECIAL REPORT

Education Coverage Bursts Onto Front Page

Congressional Information
SRT Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
20014

© 1985 Parade Publications, Inc. All rights reserved.



PARADE

M A G A Z I N E

Dear Advertising, Marketing or Newspaper Executive:

On September 22nd, PARADE's circulation will grow from 25,236,000 to 29,776,000 copies each week. PARADE's position as the leading circulation magazine in America is now further strengthened. This unprecedented increase is due to the addition of 145 newspapers to our existing distributing newspapers, for a new total of 268. This addition makes it possible for us to offer even more ways for the advertiser to buy PARADE.

Parade 100. Of the total newspapers carrying PARADE, 186 will be concentrated in the top 100 ADI's. This breakout, which we call Parade 100, offers a circulation of 26,017,000.

Parade Countryside. The remaining 82 newspapers will be known, and will be available, as Parade Countryside, with 3,759,000 circulation. When Parade Countryside and Parade 100 are bought in combination, there will be an effective discount on the Countryside circulation of 10%.

Parade A. In addition, advertisers may continue to buy Parade A, which puts your message in every other national copy for 50% circulation—making Parade A the 4th largest magazine in America after only Reader's Digest, TV Guide, and, of course, PARADE itself.

For any of these buys, our present cost-per-thousand will remain in force. PARADE national will actually enjoy a slight CPM reduction. More importantly, we will guarantee no future CPM increases through the first half of 1986.

This extraordinary interest on the part of the newspaper industry in distributing PARADE in their Sunday editions gives advertisers a unique opportunity to use rotogravure color to reach over 60,000,000* valuable readers in the Sunday selling atmosphere.

With this new responsibility, we at PARADE are now even more dedicated to serving the needs of America's leading advertising agencies, clients, and our distributing newspapers.

Sincerely,

Carlo Vittorini

Carlo Vittorini
President and Publisher

*Based on SMRB projection

The DPA-AFP Wire

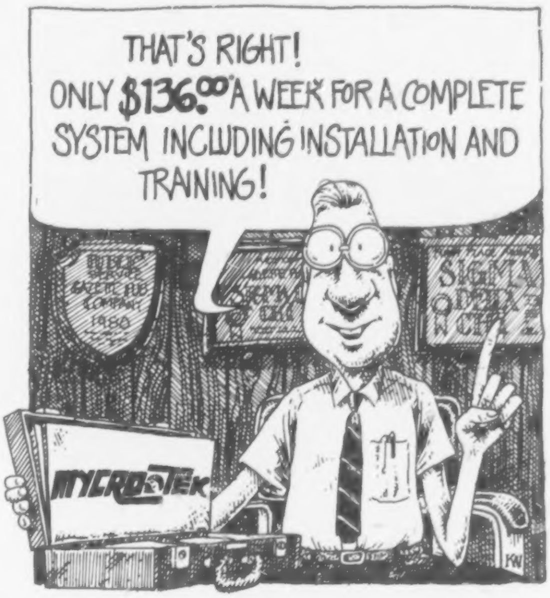
The incomparable world English newswires of the German news agency, Deutsche Presse-Agentur, and the French news agency, Agence France-Presse, now operate 24 hours per day tailored for the U.S. market. For the first time.

ASCII coded at 1,200 words per minute, The DPA-AFP Wire offers an extra dimension in international reporting, including many exclusives.

The DPA-AFP Wire.
An extra dimension.

To learn your rate, arrange for a test, or for more information contact Doug Gripp or John Payne today.

LAT-WP News Service
1150 15TH ST NW
Washington, DC 20071
(202) 334-6173


THAT'S RIGHT!
ONLY $136.00* A WEEK FOR A COMPLETE SYSTEM INCLUDING INSTALLATION AND TRAINING!
MYCRO-TEK
KW

Introducing The Mycro-Comp™ 550 From Mycro-Tek.

Our new Mycro-Comp 550 is a newspaper publishing system specifically designed for weeklies and small dailies — and the limited budgets they have to work with.

A Real Front-End System.

The Mycro-Comp 550 is a totally integrated system — with a PC price tag. For only $136 a week, you can have: four terminals, a network controller, typesetter interface that works with the new LaserSetter, width tables, and a spare parts kit. You also receive three days of system training and four days on on-site consultation.

A System That Grows With You.

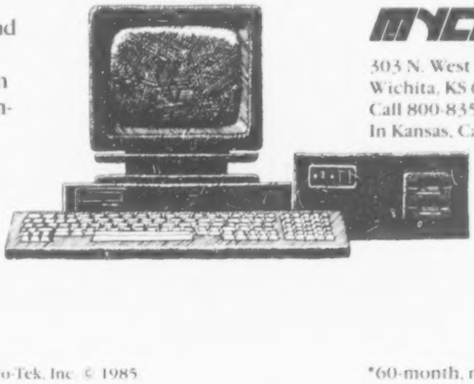
The Mycro-Comp 550 is completely upgradeable, so your system can grow as your needs grow. Because Mycro-Tek designs, manufactures, services and supports everything we sell, you have added assurance your system will never become an orphan.

A System You Can Trust.

Perhaps the 550's biggest plus is that it's a Mycro-Tek product. For 10 years, Mycro-Tek has developed hardware and software for the newspaper industry. So you deal with one source — for everything — all the time.

If you'd like to know how we can put the Mycro-Comp 550 System to work for your publication — or only $136* a week — call us today.

See the Mycro-Comp 550 at the Mycro-Tek Booth during the NNA Show.



Magnificent Machines from Mycro-Tek

MYCRO-TEK

303 N. West Street
Wichita, KS 67201
Call 800-835-2055
In Kansas, Call 316-945-5087

Mycro-Comp is a trademark of Mycro-Tek, Inc. © 1985

*60-month, non-cancellable lease.

presstime

INDEX VOLUME 7, NUMBER 9 SEPTEMBER 1985

Special Report *Many newspapers today are giving education stories front-page treatment. And there is a trend toward improving education coverage overall. Committed publishers and editors are behind many of the gains. High-profile reports exploring inadequacies in the education system are spurring additional in-depth articles. Here is a look at what some of the major issues are, how some large-, medium- and small-circulation papers cover the education beat, and a list of sources newspapers can tap to improve their reporting.* **20**

Quality freebies *Not all free papers are shoppers. Some have high-quality editorial content and are giving their paid counterparts a run for their money.* **6**

PC power *Local area networks that link personal computers are raising questions about the future of mainframe systems for small papers.* **10**

Sunday newspapers *While daily newspapers have declined in number, Sunday papers have gone great guns in both number and circulation.* **14**

J-schools and new technology *Judging from lackluster enrollment, students are not very interested in courses on videotex and services of that ilk.* **27**

Helping people to read *Kansas City Star Co. is cosponsoring a program designed to stamp out illiteracy. Newspapers are a key teaching tool.* **28**

Strike papers *Some newspapers have been put out of business by labor strikes. But some others have been started as a result of work stoppages.* **30**

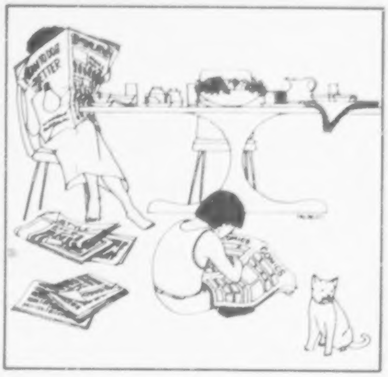
Profile: Gerald L. Grotta *TCU educator started as a Linotype operator and went on to become an editor and expert in media research.* **32**

Essay: The educator's perspective *Donald Fry of The Poynter Institute gives some inside tips on how education reporters can best do their job.* **33**

Labeling ink *Ink companies must either attach a potential-carcinogen warning label to containers of most news inks or use a more expensive oil in the inks.* **34**

A cheaper road to color *Newspapers can get a good deal on a used scanner. But there are pitfalls for production departments to avoid.* **50**

In-plant searches *The right of companies to protect their premises, including searches of employees' lockers and desks, bumps up against privacy rights.* **53**



Sunday newspaper, p. 14

Education coverage, p. 20
(Cover photo by Maurice Rivenbark, St. Petersburg Times and Evening Independent.)

Quality freebies, p. 6

Advertising	46
ANPA calendar	62
ANPA news	63
Chairman's corner	4
Circulation	46
Education	40
Employee relations	53
Government affairs	34
Letters	63
News-editorial	42
News research	45
Newspaper business	59
Newsprint	47
Overset	64
Postal affairs	38
'Shoe'	44
Speeches	49
Technology	50
Telecommunications	38
Training	56
World press	39

CHAIRMAN'S CORNER

Some pennies for USPS thoughts about 1st- and 3rd-class rates

Our effort to bring about fairness in postal rates—particularly between artificially low third-class and overpriced first-class—is gaining attention and momentum. For example, this editorial in a recent Sunday edition of the San Francisco Examiner and Chronicle suggests how the Postal Service could solve the problem:

> We had not even used up all the stamps which the U.S. Postal Service printed before it decided on its last new rate (22 cents, it turned out) when rumblings came from Washington that *another* price increase looms.
>
> The 22-cent stamp was supposed to last four or five years, but reports that the Postal Service is losing more than $1 million a day can only be a harbinger of another rate hike.
>
> It's enough to make us long for that era when the prime qualification for being postmaster general was to have been campaign manager for the president of the United States—but when mail was delivered cheaply and quickly. The old Post Office Department—despite its political spoils atmosphere—offered twice-a-day delivery for a three-cent stamp, even without a ZIP code.
>
> To be fair, the Post Office enjoyed a near-monopoly while the present Postal Service has competition. Nationwide, there's UPS; in San Francisco, a bicycle corps of messengers handles much "mail" that the postman would have delivered decades ago.
>
> Postal Service officials say that the competition is unfair. UPS offers service only where profits justify it; the Postal Service must deliver everything and everywhere—and that's why it lost $500 million last year. What can be done?
>
> - The Postal Service pays clerks and carriers far more than qualifications and the marketplace require; private firms keep operating costs down in order to make a profit. Postal officials know that spiraling labor costs cause the deficit, but have made insufficient efforts to bring wages into line with reality.
> - The Postal Service has raised first-class rates out of logical proportion to cheap fees paid by the bulk mailers.
>
> To illustrate the uncertainties of postage, a newspaper trade group (ANPA) recently mailed three types of packets in San Francisco—with surprising results. Although a three-ounce first-class letter costs 73 cents, "pre-sorted" first-class costs 68 cents and third-class costs 8.3 cents—half of the cheap bulk mail was delivered as fast as first-class mail.
>
> The test mailing indicated that a letter to a friend or relative across town is handled with almost as much speed as unsolicited advertising, and the 22-cent postage helped defray the costs for junk mailers.
>
> Should the Postal Service charge a few more pennies for a postage stamp? No. A better idea is to spend a few less pennies per hour on workers—and charge several pennies more for bulk mail. That, or else we might consider returning to the days when "proper" political affiliation was considered the prime qualification for running a post office. There was some accountability and response to public criticisms, at least.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA
presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
Labor Writer, Clark Newsom
Staff Writer, Margaret Genovese
Staff Writer, Marcia Ruth
Staff Writer, Barbara J. Friedman
Technical Writer, Paul Kruglinski
Art Director, Shirley Schainblatt
Editorial Assistant, Mary B. Oran
Advertising Manager, Jonathan A. Reed

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407, Washington Dulles International Airport,
Washington, D.C. 20041;
(703) 648-1000

Advertising Sales Representatives
East
Dave Bentley, Bob Gardner, Pete Uhry, Sue Callahan, Sara Greenwood, Jay Adams, Marketing & Media Decisions, 1140 Avenue of the Americas, New York, N.Y. 10036;
(212) 391-2155
Midwest
Elaine Purnell, Marketing & Media Decisions, Suite 530, 401 N. Wabash Ave.,
Chicago, Ill. 60611; (312) 670-4488
Southeast/Southwest
Ned Quenzer and Bob Stites, Quenzer/Stites Inc., 3552 Habersham at Northlake,
Tucker, Ga. 30084; (404) 491-1419
West
Jenny Bishop and Tory Abel, Bishop & Abel, 6446 Orion Ave., Van Nuys, Calif. 91406;
(818) 989-0994

presstime Advisory Committee
Frank A. Bennack Jr., The Hearst Corp., New York, Chairman
Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan., Vice Chairman
Susan Clark-Jackson, Binghamton (N.Y.) Press Co.
Katherine Fanning, The Christian Science Monitor, Boston
Tom J. Hardin, Alexandria (La.) Daily Town Talk
George P. Kennedy, University of Missouri School of Journalism
David Laventhol, Newsday, Long Island, N.Y.
Thomas F. Matthews, Tracy (Calif.) Press Inc.

presstime
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1985 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041.

THE SPIRIT THAT MOVES US.

Entrepreneur. Tycoon. Rebel. Protester. Essayist. Philosopher. Advocate. Crank.

Call him what you will, E.W. Scripps was no ordinary human being.

He built America's first newspaper chain and started the first syndication service. He created a new kind of popular journalism and dedicated it to the common man's fight for social and economic justice.

But E.W. Scripps was more than a successful newspaper publisher and businessman.

He was an important thinker who sought a deeper understanding of both himself and the world around him. He left behind a spirit that, even today, moves the company that bears his name.

SCRIPPS HOWARD
NEWSPAPERS

FAR CRY FROM 'THROWAWAYS'

FREE NEWSPAPERS

Quality products result in strong competitive force

BY C. DAVID RAMBO
presstime staff writer

On a recent Wednesday, The Enterprise of Winchester, Tenn., carried in its 14 broadsheet pages a full plate of local government and community news, local news photographs and an editorial on an ongoing regional topic.

In short, it looked like the thousands of other weekly newspapers found in small towns and suburban communities.

But there is a difference. It's free.

As such, The Enterprise is an example of a special breed of free-circulation, or voluntary-pay, newspapers: those that by the nature of their editorial quality are posing sometimes formidable challenges to paid-circulation newspapers.

There is no firm count of their number. However, executives in the free-circulation field give estimates ranging from several hundred to more than a thousand, depending on one's perception of what constitutes a quality free newspaper. Many of them have at least a portion of their circulation as paid.

Some executives say there could be even more editorially oriented free papers if free papers get permission—which some are seeking—to use relatively low, in-county, second-class-mail rates. That would decrease distribution costs and possibly help to expand editorial budgets.

Another factor adding some luster to free papers and heating up the competition with their paid colleagues is the growing recognition by some large communications companies that the "frees" are something they ought to have in their portfolios.

"Free-circulation newspapers for a long time, figuratively and literally, were throwaways," says Tom Grubisich, editor of The Connection, a 4-year-old free weekly in Reston, Va. Now, he adds, "high-quality, free-circulation papers are . . certainly not the exception."

Most observers agree that many free newspapers have evolved into a solid print media force that is attracting readers and advertisers.

"It's just one more piece of information in another form that gluts the market and competes for the readers' time," says Thomas W. Jobson, vice president and managing editor of the Asbury Park (N.J.) Press.

Editorial efforts. To an even greater degree than paid publications, free newspapers vary widely in editorial quality.

On one end of the spectrum are those that more strongly resemble shoppers than newspapers. In fact, some determine their editorial content partly on what they think will please advertisers.

Jobson notes that the free newspapers with which he is familiar "vacillate depending on their editors and how much effort they want to put into it."

Marketing consultant Richard L. Hare of Rochester, N.Y., says, "Sometimes editorial quality doesn't make a difference." In fact, some publishers of free papers view the light-news-only format "as a plus," says Hare, a former Gannett Co. executive. "There's no bad news" that could irk auto or airline advertisers, for example.

On the other end of the spectrum are free newspapers that are considered to be good, professional publications—well-written, well-edited and well-designed. They often run color.

An example of one of the better editorial operations is Greater Media Inc. of East Brunswick, N.J., which publishes four free newspapers and, according to Vice President/Publisher William R. Canino, has one reporter for each of about nine communities served. "We try to get somebody who lives in the community," he adds. The reporters "get to know as many people as they can."

Virtually all Greater Media writers have college degrees, and some have graduate degrees, Canino says.

His company's newshole runs about 30 percent, proportionately smaller than nearby, paid weeklies, he believes. "But more is not necessarily better," he contends. "We try to edit more tightly."

Many free newspapers provide a stepping stone for journalists in the early part of their careers.

"I try to encourage everybody who works here to move on," says Ron Bailey, publisher of The Enterprise in Winches-

COLUMBIA
Flier
Who's the idiot that wrote that

Flier's Art Ross works on the front page.

ter, "because let's face it, we're not the epitome of journalism. We're a small-town weekly newspaper."

Bailey says he wants his staff to learn a little bit about all aspects of newspapering, from the business side to paste-up. His staff includes two editors, three reporters, one full-time photographer and one part-time photographer.

Bailey calls one of his writers an "investigative reporter." A night law school student, that person covers government, courts and police but also is given time to pursue some in-depth articles that complement routine coverage, the publisher says.

Not all free-newspaper staffers intend to leave, however.

Richard Aginian, president and chief executive officer of Suburban Communications Corp. of Livonia, Mich., with a dozen twice-weekly newspapers of mostly voluntary-pay circulation, notes that "some start out in a metro environment and join us in the latter part of their careers."

The Connection of Reston has three editors including a sports editor. It has two general reporters and a number of part-time writers who contribute a range of items from a calendar of events to columns on financial planning and children's books.

The 22,500-circulation paper was patterned partly after a quality free paper in another planned community, near Washington, D.C.—the Columbia (Md.) Flier, which produces about 160 pages per week with a circulation of 26,000.

Connection Editor Grubisich, a former Washington Post reporter who "cut my teeth" on the now-defunct New York Herald Tribune, says his goal is to produce "the most comprehensive, accurate and on-target" news product possible. "The emphasis is on hard news, hard news, hard news."

Efforts include a weekly "cover story" that often is accompanied by a sidebar. A recent issue of the tabloid-format paper carried a piece on the "commuter crunch" in western Fairfax County, Va. It included a graph showing how many thousands of cars travel selected roads in the course of a day.

The Connection in August started a new edition in Burke, Va.—another fast-growing Washington suburb.

News Transcript
Bursting Fourth
ENTERPRISE
The Connection
Back to School—P. 26
South County Journal
Condos Flourish Despite Protests

For many free and voluntary-pay papers, good editorial coverage is becoming the rule.

Paid papers' response. The impact of such competition differs widely from market to market. And the response from paid newspapers is just as varied. Some try to improve their product, some just keep a watchful eye on their competitors, some are indifferent.

"We had to come to the realization that we weren't the only paper in town any more," says Sally M. Sutherland, general manager of The Reston Times. For more than a dozen years—until The Connection began—it was.

She acknowledges that The Connection "took some of our advertising bucks away," and "we don't expect them (the free paper) to go away now."

Steps to counteract the competition included an "overall" message to the staff to sharpen up. Specific action on the part of the Times—a weekly that sells for 40 cents a copy and claims an audited circulation of about 10,000—included starting a new total-market-coverage product called Times Extra.

In late August, the Times announced that starting Oct. 2, it will publish twice a week—Wednesday afternoon, the same publication time as The Connection, and Saturday morning.

It also said it will decrease its single-copy price to 25 cents, perform a "complete redesign" and will run color.

But Sutherland claims that when it comes to editorial quality, there is "no comparison." The Times has a better news product mainly because The Connection "can't cover as much," she says. The Connection is "more into a shopper philosophy," emphasizing "light" material, while "our philosophy is to cover the news" and offer a good dose of features besides. "We give it all," she says.

Grubisich takes strong exception to his paper's being characterized as having a "shopper philosophy." He says one reason The Connection has been able to take root and be profitable is that the Times is unable "to connect closely with the community and to become the bible of the community." It "does not provide the standard of editing and editorial judgment that readers demand," he says.

While the claims from both sides are somewhat predictable, they illustrate how heated the competitive environment can become when an ambitious free paper takes on an established paid community paper.

In other markets, competition usually is played out in a cooler setting.

"What do we do about them? We do a job, seven days a week," says Watson Sims, editor of The Home News of New Brunswick, N.J., that competes with free papers from Sentinel Publishing Co. and with other paid and free publications.

But Sims says while he's "aware" of the free competitors and knows they are "better than many (other) free-circulation papers . . . I don't really read the free papers."

James Enright, general manager of The Home News, says, "It's not something I lose sleep over."

The Sentinel papers probably are "drawing some advertising dollars from us" but are not major competitors, Enright says. "I would be more concerned if they were meeting needs that we weren't meeting."

And in Winchester, Tenn., The Herald-Chronicle, a paid semi-weekly, says it is not overly bothered by The Enterprise. "I hate the term, but we are the paper of record," says Editor Jim Morse. It claims not to have changed its ways since The Enterprise began.

Still, Morse adds, "I like competition. I think it keeps everybody on their toes."

A more subtle threat. Besides the home-front battle, free-circulation newspapers are posing another challenge that some observers say could rock all print media. It is the fight of four free papers to overturn postal rules prohibiting their use of in-county, second-class mail, which has been reserved for publications that are paid for or requested by consumers.

Free papers that choose to be delivered through the mails generally must use the more expensive third-class category. This also requires many broadsheets to go to an additional expense of quarterfolding.

Paid newspapers see the challenge as a threat to the distinction between all second- and third-class mail, and fear losing their subsidized, in-county rates.

The Enterprise spearheaded the contest and won a first round in U.S. District Court. A judge said the free weekly is a legitimate newspaper and ordered the Postal Service to give it second-class mail service. The U.S. Postal Service, supported by ANPA, appealed to the 6th U.S. Circuit Court of Appeals. That court heard arguments Aug. 7.

Pending elsewhere are similar court cases brought by other free papers—Times Publications Inc. of St. Louis and Gulf Times Inc. of Beckley, W. Va.

Tri-Parish Journal Inc., parent company of the free River Parishes Sun of LaPlace, La., has filed a complaint on the same issue with the Postal Rate Commission [presstime, July 1985, p. 56], which was to hear the matter Aug. 26.

Bailey of The Enterprise believes that if the rules are overturned, the number of free-circulation newspapers "would go up four or five times." He says there are hundreds of free publications that are "attempting to be" newspapers but which lack a budget to be much more than a shopper with light feature fare. "The economic feasibility" of producing a full-fledged news product becomes greater as postal costs decline, according to Bailey.

Whatever the outcome, observers say free newspapers will continue to be part of the media melting pot.

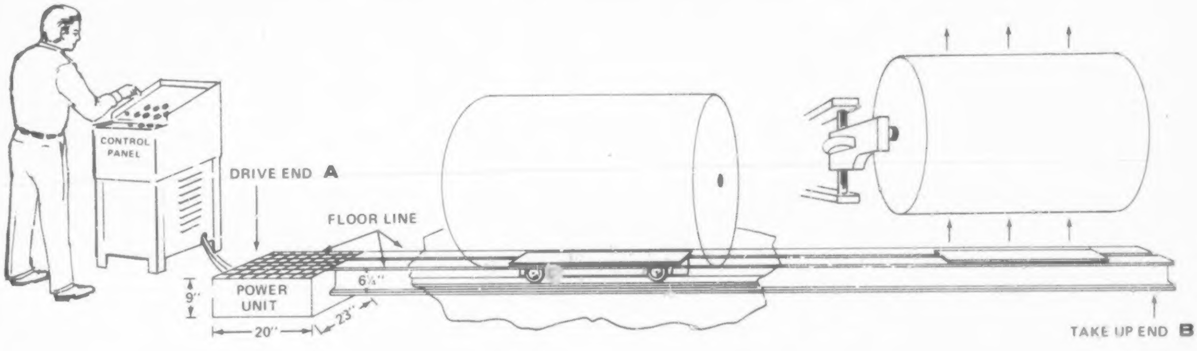
Part of the reason is that a good number of them are being bought by large media companies.

There are no statistics, but observers point out that many free newspaper companies were founded 20 to 30 years ago, in the post-World-War-II period. The owners, now getting on in years, are beginning to relinquish control.

"The generalization is that there has been a tremendous shift from entrepreneurial to professional management," says Stephen F. Rose, president and co-publisher of Sun Publications Inc. of Overland Park, Kan. "They have either sold to chains or have turned (their companies) over to professional management."

Rose believes the trend will continue. The chains have "run out of dailies" to buy, he says, so "they've turned to these (free) weekly papers." ☐

AUTOMATE... WITH ESP*



*EPCO SMOOTHFLOOR POWER...A system for transporting heavy rolls
...Start, Stop, Forward, Reverse...just push a button!

REMOTE CONTROL

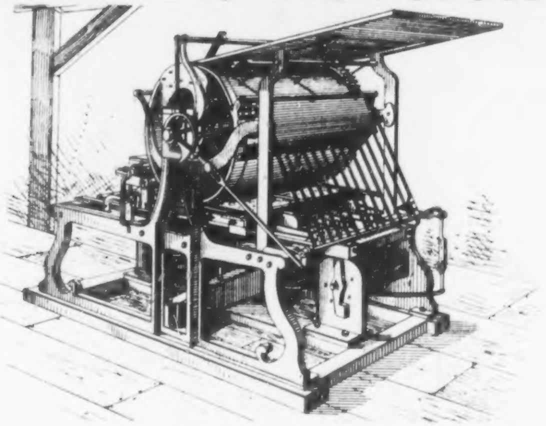
EPCO SMOOTHFLOOR POWER CONVEYORS

ENGINEERING PRODUCTS COMPANY

P.O. Box 66 or 700, Lockport, Illinois 60441
Phone: 815-726-8640 or 312-922-8364

Also Manufacturers of EPCO Smoothfloor Manual Conveyors and EPCO Roller Trackage

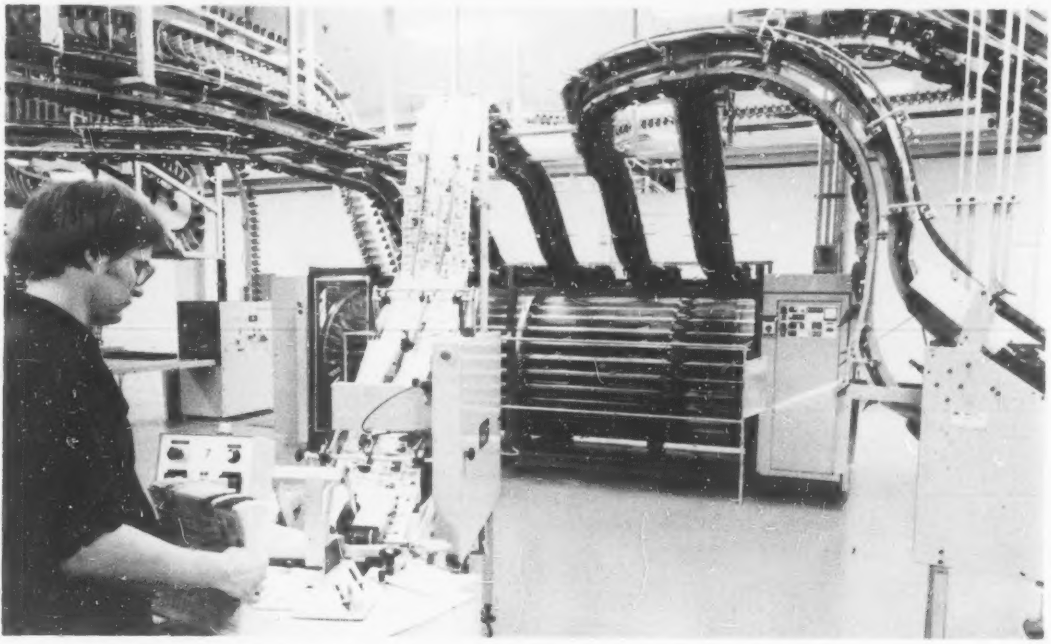
Comes the Revolution!



Single impression cylinder press, circa 1845, with a flat form bed was a revolutionary innovation a century+ ago.

Over 100 years ago, "cylinder" presses were indeed revolutionary. Today's revolution is downstream from the press, where publishers are installing automated processing systems to improve profits, and be ready for the competition, wherever it appears. And, automated processing is where FERAG excels. FERAG automated inserting, conveying and processing systems are utilized by publishers all over the globe.

When you're ready to revolutionize your facilities, we're ready to help... FERAG, Inc., Keystone Industrial Park, Bristol, PA 19007... (215) 788-0892



FERAG ROTOSERT™ Automatic Inserting Systems assemble multiple inserts into main jackets on-line at press speeds, or off-line from skids or pre-palletized cassettes. (St. Paul Pioneer Press and Dispatch.)

·F·E·R·A·G·

First in automated Processing Systems

MORE FLEXIBLE, LESS COSTLY

PC-based networks grow as alternative to big computers

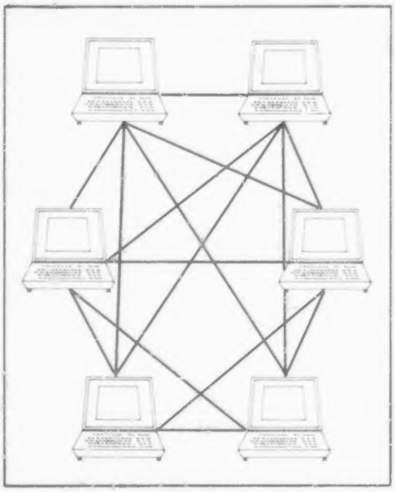
BY PAUL KRUGLINSKI
presstime technical writer

Personal computers tied together in local area networks are no longer a newspaper novelty. Increasing numbers of vendors are joining PCs for editorial, classified and business applications. And more newspapers—particularly smaller ones—are finding such networks appealing because of the flexibility and other advantages they offer.

Local area networks, or LANs, are composite systems where sundry devices such as PCs, hard-copy printers and typesetters are linked, usually by coaxial cable, and function as a unified system [presstime, Feb. 1985, p. 11]. Data are passed from one device to another via the cable in what is called "packet switching."

The network software and a file server—a computer that manages the files and directories of information for the LAN—act as a traffic cop, directing data to the appropriate PC or peripheral equipment such as a laser printer.

LAN systems are an alternative to mainframe computer systems, where terminals and peripherals are connected to a central processing unit.



Each PC in a network retains its own computer power. If one fails, others keep operating.

For smaller newspapers, PCs in a networked system are more than enough to meet the need, according to Stephen B. Waters, vice president and corporate secretary of the Rome (N.Y.) Sentinel Co. "Better than 80 percent of the daily newspapers in the United States are under 50,000 circulation," he says. "We don't need more (computer) power. We don't have larger databases."

Because LANs are not CPU-dependent, if one or more of the PC terminals fail, the system will keep humming, Waters notes. Newspapers using LAN systems also cite these other advantages:

- The hardware usually consists of off-the-shelf equipment (terminals, cables and connectors) that can be purchased or leased through local PC dealers. Frequently, but not always, a newspaper can use the local dealer for hardware support.
- The same LAN and hardware can be used for editorial, classified and business operations, eliminating the need to buy and maintain separate systems. If a PC malfunctions, one from a different department can be used as a replacement.
- With some LANs, the newspaper need not discard its antiquated system. Pieces of the old front-end system can be used in the new, LAN-based system.
- LANs are ideal for remote bureaus because they can serve as subsystems for a newspaper's computer operations and do not tax the main system.
- Several LANs can be tied together into much larger networks. Hence, several jointly owned newspapers can share data and equipment.

On the minus side, LAN systems can be slower to process information than CPU-based systems, depending on how the network is configured.

"If you have an awful lot of nodes (terminals and peripherals) on the system, they tend to compete with each other," says Douglas S. Stivison, associate editor of the Seybold Report on Publishing Systems.

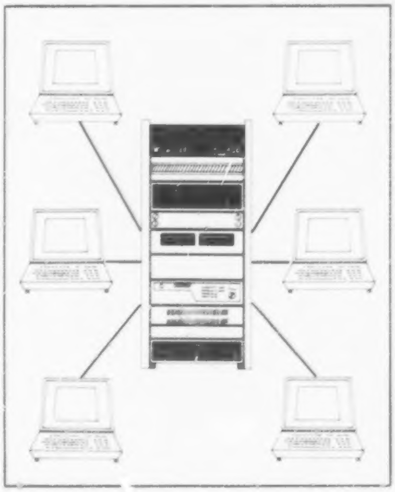
Several vendors are developing LAN systems. CText Inc. of Ann Arbor, Mich., Concept Publishing Co. of Beaver Dam, Wis., Titus Communications of Dallas and Teleram Communications Corp. of Silver Spring, Md., appear to be the furthest along in providing LAN systems to newspapers, Stivison says.

Each vendor's network differs from the others.

CText. The CText system has drawn the most interest, according to Stivison and some other experts. It was designed for both newsroom and classified advertising applications.

CText is what is known as a "value-added dealer" of IBM personal computers: It sells the PCs and also makes and markets software for them. This year, the firm also began offering its own, less expensive personal computer, compatible with IBM PC software, for use on the network.

Wehco Media Inc. of Little Rock, Ark., installed one of the first CText systems at its El Dorado (Ark.) News-Times (morning, circulation 11,205) about a year ago, according to Bob Barnes, Wehco's chief engineer. "It's developed into a pretty nice system we've been using for the last three months," he says.



Alberto Pacheco

Conventional VDT system relies on central computer.

Star-Ledger reporter uses Teleram PC to write story (left). Zilog microcomputer (right) manages network.

The El Dorado CText system, which drives a Mergenthaler Linotron 202 typesetter, consists of nine newsroom and three classified IBM PCs for text entry, two IBM PC XT terminals with 30-megabyte disk drives that function as file servers, one PC that receives wire-service copy and another that is used as a composition terminal for hyphenation and justification. The system, which Barnes says cost about $150,000, replaced one developed in-house by his company.

Barnes says the CText system took longer than expected to put into operation because of problems that developed in integrating the editorial and classified functions. Eventually, the networking software had to be changed, from 3Com to Novell, to accomplish that end.

"They (CText) have a very nice classified package," Barnes says. "We wanted to get the editorial and classified programs working together."

While the News-Times staff had to make adjustments to it, Barnes says, reporters and editors generally are pleased with the system. "They like it and took to it fairly well," says Barnes. "They enjoy the flexibility and speed of the system" compared with the El Dorado paper's previous home-grown system.

Based on the success of that initial installation, Wehco this month will install CText network systems at two other Arkansas dailies it owns—the Camden (Ark.) News (evening, circulation 6,136) and Magnolia (Ark.) Banner News (evening, 4,520).

Eventually, Barnes says, all six of Wehco's smaller papers will have interconnected network systems. The advantages of such a large network, says Barnes, will include sharing equipment such as typesetters and using a common electronic bulletin board for news and corporate communications.

"The flexibility and idea of using the same piece of equipment for different applications appealed to us," he says. "Particularly in smaller newspaper applications, networking appears to be the way to go. You're not tied down to a mainframe."

George B. Waters, editor and publisher of the Daily Sentinel (evening, circulation 19,499) in Rome, N.Y., echoes many of Barnes' sentiments when speaking about his newspaper's $270,000 CText system, which is a network with 30 PC terminals and three 40-megabyte PC XT file servers. The LAN replaced an optical-character-reader-based system.

"It offers much more diversification and utility," Waters says. "This offers us versatility. What you have is constant cross-communications between editor and reporter. And it was easy to install and learn."

One negative aspect was the 17-percent failure rate for the IBM equipment, Waters says. But on a positive note, virtually all the equipment can be serviced locally. "That's an important point for smaller newspapers," he says.

Before settling on CText, the Daily Sentinel approached vendors of mainframe systems but found none that suited its needs. "Most of the systems were designed for larger newspaper operations and were bastardized for smaller newspapers. Consequently, they were never quite right," Waters says. "This system was designed for smaller newspapers," he adds, although noting that "it can be expanded for larger ones."

Concept Publishing. The LAN system marketed by Concept Publishing has direct ties to a newspaper company. The firm is a subsidiary of Citizen Publishing Co. Inc. in Beaver Dam, Wis., publisher of the Daily Citizen there.

Concept Publishing's system uses the Apple IIe personal computer instead of the IBM PC, but it works much the same way as the CText system and offers many of the same benefits.

The News-Gazette (evening, circulation 5,000) in Winchester, Ind., has been using a Concept Publishing system successfully for about one year, according to Mark A. Conover, associate publisher.

The system, which cost about $40,000, consists of six Apple PCs for reporters and editors, another one for receiving low-speed UPI wire stories (it can be upgraded to high-speed), still another that drives one of two Titus LaserSetter Model I printers, and a Corvus Omninet file server with five megabytes of hard disk storage. The newspaper switched from a tradi-

Laser printers challenge cold type

Cold type, the process of setting type on silver-based photographic film, could be heading to the same burial ground as the hot-metal typecasting process it replaced—at least for smaller newspapers.

The News-Gazette of Winchester, Ind., is using Apple IIe PCs and a Titus LaserSetter Model I laser printer to set text, cutlines and heads on plain bond paper.

The News-Gazette has been using the network system for entire editions since June, according to Mark A. Conover, associate publisher of the 4,986-circulation daily.

"We decided that (plain-paper laser typesetting) was the direction the newspaper industry was moving toward," says Conover.

"Since the introduction of photocomposition in the 1960s, this is the first technological advance that has reduced the cost of producing a (small-circulation) newspaper," he says. "It's a cost savings we will realize for a long time to come."

The Titus Communications system consists of the $6,000 laser printer that sets the type and a $2,500 controller that performs hyphenation and justification for the printer.

The News-Gazette started looking into the laser printer when it decided to replace its antiquated Harris typesetter, says Conover.

Titus Communications says that for a paper the size of The News-Gazette, the system's pay-back period is six to 12 months, based on the savings in film and chemicals alone.

Also since June, Rob Woodsin, publisher of the South Pittsburg (Tenn.) Hustler, has been using Apple Computer Inc.'s LaserWriter printer to set text, headlines and some advertising for his 3,400-circulation weekly. He's so pleased with the system that he plans to sell the paper's Compugraphic equipment.

Woodsin's $15,000 system consists of two Macintosh PCs and the LaserWriter bond-paper printer.

The paper's reporters use a half-dozen Radio Shack Model 100 portable computers to write stories. Woodsin wrote a software program that allows the article files to be transferred from the Model 100s to a Macintosh that drives the LaserWriter.

"This is going to revolutionize the small newspaper industry," Woodsin says of the technology. "It's a massive change. . . . And we will not go back (to traditional typesetting) because the savings are there."

Woodsin reports that there are currently some limitations with the system in the area of character resolution, font availability, and hyphenation and justification, but he expects them to be addressed in the next generation of software.

Meanwhile, The Electronic Publisher, a value-added retailer of Apple equipment, has begun marketing a $15,000 Macintosh-LaserWriter system that is specifically designed for publication work.

Patrick J. Morgan, president of The Electronic Publisher and publisher of The Daily Standard in Excelsior Springs, Mo., says he developed The Profitable Newspaper, a business software package for smaller newspapers, and MacMatbook, an electronic database of original clip art for advertising.

Thus far, orders exceed availability, Morgan says. "I can't keep up with the demand." *—Paul Kruglinski*

tional Compugraphic CompuEdit typesetter to the LaserSetters in June. (See sidebar, above.)

Concept Publishing also provided text-editing and networking software.

"They (Concept) custom-made the system for us," Conover says. "We told them what we wanted, what typefaces we had, and they designed the system around our needs."

The Apple system replaced a front end consisting of two Harris terminals and a CompuEdit typesetter, Conover says, but both Harris terminals and the typesetter have been used within the network.

Reporters give the Concept Publishing system high marks, he reports.

"What we tried to do is make the system as easy as possible," he says, "so that there would be a smooth transition from the old system, and it would be easy for our reporters to learn."

Any of the Apple terminals can be used with off-the-shelf programs, but the card to the Corvus network must be removed to do so. There is no electronic-mail feature in the current system.

As with other off-the-shelf PC networks, Concept Publishing's offers some hefty benefits in versatility and service support. "Everything is interchangeable: They're all Apple computers," notes Conover.

"Another great thing, is service," he says. "If the computer breaks down, you take it to your local Apple dealer. If he can't fix it, he'll lend you a replacement computer. It's not like dealing with a Compugraphic or a Harris, where the service center is hundreds of miles away."

The News-Gazette does not use a classified program on the network, although one is available for it.

Titus Communications. The System ZX network marketed by Titus Communications is one of the older LANs, with several installations having been made over the last few years. The thrust of Titus's marketing efforts has been toward providing expansion for newspapers with existing front-end systems that have reached capacity or become obsolete.

In the Titus arrangement, the software and central processor are replaced with the firm's programs and file servers. The terminals are then converted into "nodes" on the system, much the same way The News-Gazette sometimes uses its old Harris terminals on the Apple system. Newspapers can add Titus SORD personal computers to the network to increase capacity.

The Belvidere (Ill.) Daily Republican (evening, 6,000), which purchased a $35,000 Titus system four years ago, provides an example of such a configuration.

That system, which is based on what is known as LifeNet 16 network software, was designed initially for four terminals but reached eight by the time it was installed, according to Joe Siccardi, business/production manager. Since then, the system has grown to include various components and parts, including two CompuEdit, two Harris and five Hazeltine 1700 terminals, six Titus SORD PCs, and a 40-megabyte file server. The paper is also using the SORDs to run Titus business programs.

Siccardi says the newspaper has been upgrading the software over the years, adding both Titus and non-Titus programs. Currently, the daily is running its editorial, business and classified programs on the system.

The system also handles the paper's expanding commercial typesetting operations. "It's given us an opportunity to expand our commercial typesetting without adding staff," Siccardi says. "It's opened up other areas of business for us."

Titus this year introduced a second LAN, based on the IBM PC. The company says the network, which costs $20,000 without terminals, can handle up to 64 users—twice the capacity of its System ZX. The basic System ZX, including the file server and software, costs about $20,000 without any terminals. Systems for up to 10 users can be purchased for $8,000.

Teleram Communications. Like the Titus network, the Star Link system marketed by Teleram Communications can accommodate different PCs. The system is based on AT&T-developed Unix network software, Zilog file server with 52 megabytes of hard-disk storage, and Teleram T3100 portable terminals with bubble memory.

An 18-terminal system with two Zilog file servers and four modems costs $130,000.

Unlike the other vendors, Teleram has succeeded in marketing its LAN to a large newspaper for use in remote bureaus.

The Star-Ledger of Newark, N.J., (morning, 434,804) has installed two Teleram systems at its Trenton and Morristown bureaus within the last year and is installing a third in its Somerville bureau, according to Bob Himmelman, a technical consultant to the daily.

(There is a corporate link between The Star-Ledger and Teleram. The Star-Ledger is owned by Newhouse Newspapers, and another Newhouse property, The New Yorker Magazine Inc., has a 24-percent interest in Teleram.)

There are eight terminals in The Star-Ledger's Trenton bureau and two others in its workspace at the state Capitol building across the street. The latter are connected to the Star Link network via a dedicated telephone line. Additionally, the system uses a dot-matrix printer for producing hard-copy printouts and a modem for transferring stories to the Composition Systems Inc. mainframe in the Newark main office.

Himmelman points out that all the software required for the system resides within the terminals at the bureaus. Thus, the bureau's system is not dependent on the Compositions System computer at all: Reporters send stories to the copy editor, who then sends the files to the CSI system.

The Teleram system can be used with any PC, but The Star-Ledger elected to use the T3100 portables. Himmelman says they offer several advantages over other PCs. For instance, they can be plugged into CRT displays and used as conventional terminals. Or, because of their portability, reporters can detach them, carry them to remote sites and transmit stories by telephone to the Star Link system.

> *Among computer and newspaper executives, the belief is that personal computers will become more common at smaller newspapers. "I think you'll see a lot of networking in the future."*

Because the T3100s rely on bubble memory—where data are stored in the PCs themselves—if the power fails, "which happens quite frequently," editors can send stories to Newark using the PCs' battery power and the built-in acoustic modems, Himmelman notes. "Every story is automatically backed up on bubble memory."

According to Teleram, the network can provide added versatility by allowing reporters and editors to use other PCs and off-the-shelf software for spreadsheet functions and database management. Star Link also provides an electronic-mail feature for passing messages from one terminal user to another.

Himmelman reports there are still glitches in the system, however. "At the time it went in (to Trenton)," he says, "a lot of development work had to be done to it. Not all the bugs have been worked out yet." One example is that the screen tends to freeze up sometimes when reporters try to insert copy at the bottom of the screen.

The trend toward networking PCs for newspaper applications is not limited to front-end vendors. This year, Whalen Computer, a business software vendor, rewrote the programs it had been using on Datapoint mainframe computers to run on IBM and AT&T PCs in a network configuration. One of the marketing points Whalen makes about its network is its ability to use the data contained within the newspaper's business software in off-the-shelf spreadsheet programs.

Among computer and newspaper experts, the belief is that personal computers tied into LANs will continue to become more common at smaller newspapers [presstime, June 1984, p. 12]. Despite past limitations of local area networks, Seybold's Stivison says, "they are getting better."

Adds Barnes of Wehco Media: "I think you'll see a lot of networking in the future." ☐

By the year 2000, 2 out of 3 Americans could be illiterate.

Unless you help.
Join the fight against illiteracy by calling toll-free
1-800-228-8813.

**Volunteer Against Illiteracy.
The only degree you need
is a degree of caring.**

Ad Council Coalition for Literacy

CONTINUED GROWTH EXPECTED

Sunday editions boom

BY BARBARA J. FRIEDMAN
presstime staff writer

In the land of newspaper circulation, there is a boom town, and its name is Sunday.

The potential for financial success is so strong that newspapers—some with circulation as small as 8,000—keep moving there in droves.

It's a colorful place with side streets such as sports, lifestyle, the TV book, the magazine and other bits of a mosaic designed to appeal to the diverse tastes of about 110 million Sunday-newspaper readers in the United States.

The rapid growth in the number and reach of Sunday newspapers contrasts with the slow but steady decrease in the number of dailies published weekdays and the relative stagnation of weekday circulation.

Sunday papers have proved to be so successful, in fact, that a few newspapers—fearing some Sunday growth has come at the expense of weekday editions—have stopped offering Sunday-only home delivery [presstime, Jan. 1985, p. 40].

Since 1975, 144 Sunday newspapers have begun publication in the United States—a 22.5-percent increase. During those years, Sunday circulation increased by 6.5 million, or 12.6 percent despite the demise of several metropolitan papers with Sunday editions.

In Canada, the number of Sunday newspapers tripled from 1976 to 1984, jumping from four to 12. And circulation more than doubled to 1.9 million.

Like many others, Russell A. Barcroft, president of the International Circulation Managers Association, expects more increases in Sunday newspaper sales. "I'm looking for continued growth in that area," he says.

Of the seven U.S. and one Canadian newspapers that have scheduled or initiated Sunday start-ups so far this year, all but one publish their weekday editions in the afternoon, and all but one had recent circulation under 30,000. In 1984, the breakdown was similar.

Measured against standards set since 1975, the number of 1985 start-ups scheduled or begun will not turn any heads.

The biggest net gains in the number of Sunday newspapers in recent years came in the late 1970s and early '80s [presstime, Feb. 1981, p. 46].

According to figures covering U.S. dailies compiled for the annual *Editor & Publisher YearBook*, there were net increases of 18, 28, 24, 15 and 20 Sunday newspapers in 1977-81, respectively—numbers unmatched since.

From 1975 through 1984, according to E&P figures, U.S. Sunday circulation increased every year, although those hikes were erratic, ranging from a low of 0.6 percent in 1980 to a high of 3 percent in 1978. By the end of last year, the 783 Sunday newspapers in the United States had risen in circulation to 57.6 million.

Those papers are absorbing a growing portion of many companies' budgets and energies, says Barcroft, executive vice president of the Santa Barbara (Calif.) News-Press. The Sunday newspaper is "a showcase for the rest of the week."

Testing ground. With the disappearance of "blue laws" in many places, Sunday has become a popular shopping time. It's "the fastest-growing shopping day in the week," says Sterling Dimmitt, president of the Sunday Magazine Network, which sells national advertising in client newspapers' locally edited magazines. Those magazines, which are published by newspapers with circulation of 100,000 and up, have a readership of nearly 53 million adults, according to the Sunday Network.

Linda Vaughan, the network's marketing director, says that Sunday is also the lightest reading day for other magazines, and that Sunday morning television shows have some of the week's lowest ratings.

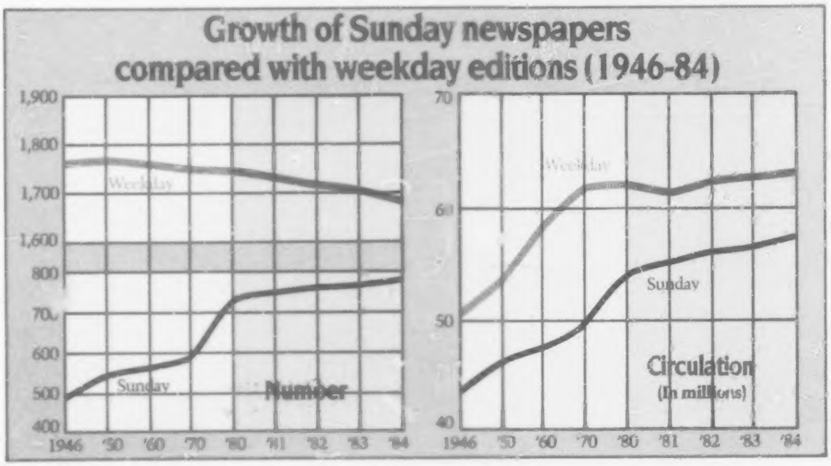
ICMA's Barcroft notes Sunday is the only day that direct mailers cannot offer clients delivery.

These factors and more have made Sunday a newspaper-industry testing ground. For instance:

- Since May 5, the St. Louis Globe-Democrat has offered its Sunday edition free to readers in an effort to compete better against its stronger rival, the St. Louis Post-Dispatch. Richard H. Amberg Jr., the Globe-Democrat's general manager, says Sunday circulation is about 400,000, approximately double the paid weekday circulation.

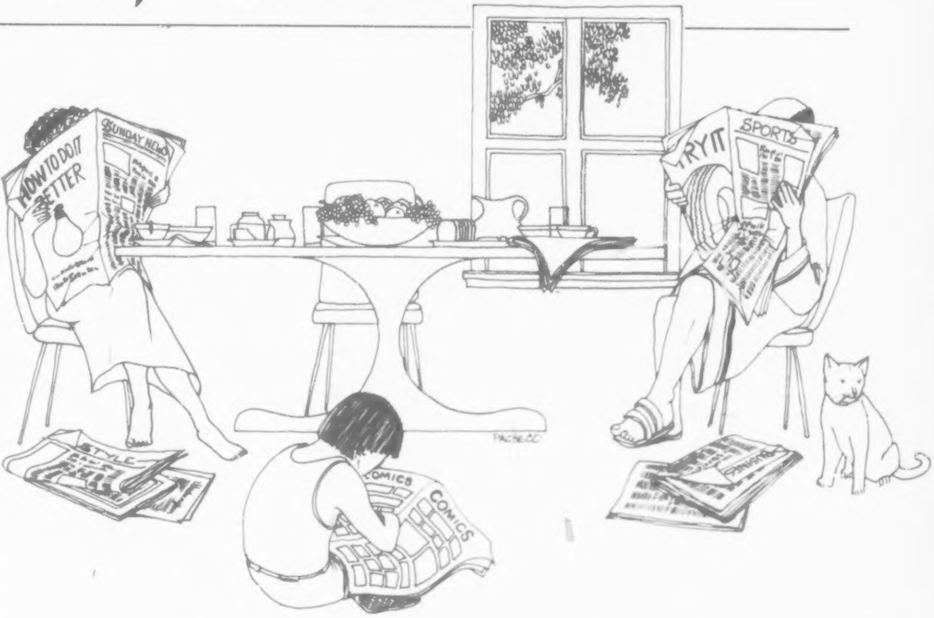
The Post-Dispatch reports that the Globe-Democrat's latest Sunday venture has not dented its paid circulation. In fact, a spokesman says that on Aug. 11, Post-Dispatch Sunday circulation was up 10,915 compared with the corresponding Sunday a year ago, and advertising gains included a jump in ROP pages from 156 to 180 pages.

- Gannett Co. bought the Sunday magazine supplement Family Weekly and turned it into USA Weekend, which will first appear Sept. 8. Many described the prototype as a clone of USA Today, and


Growth of Sunday newspapers compared with weekday editions (1946-84)

Alberto Pacheco

in numbers, circulation



some local newspapers dropped the supplement as a result [presstime, Aug. 1985, p. 61].

- Harte-Hanks Communications Sept. 8 will start a Sunday magazine, Texas Weekly, which will appear in the company's 14 Sunday newspapers in Texas. Gary Schorts, Harte-Hanks vice president for marketing, says the company had contemplated the move for some time and speeded up the project partly in response to the debut of USA Weekend. The new magazine replaces Family Weekly at eight of the Texas papers. Harte-Hanks expects to add newspapers owned by other companies to Texas Weekly's subscription list, Schorts says.
- The Los Angeles Times Magazine, whose premiere issue will be delivered as part of the Sunday package Oct. 6, will be a consumer-sized magazine similar to Time and Sports Illustrated. The first issue will be 184 pages with 55-percent advertising content.

The Sunday Chronicle and Examiner of San Francisco also will unveil a consumer-sized magazine Oct. 6.

While many newspaper executives agree that advertisers like Sunday, apparently no one is keeping nationwide figures on how much advertising the day gathers. Charles Lehman, survey research manager at the Newspaper Advertising Bureau, can recall only one survey on the question.

An NAB survey found that 71 percent of the 572 newspapers responding said in 1983 they carried a heavier volume of department store advertising on Sundays than on any weekday. Sixty-five percent said they carried more general merchandise advertising on Sunday.

Another NAB study, but one that covered only 164 papers—all of which had weekday circulations of at least 100,000—tracked the bulk of individual Sunday editions. It found that a typical metropolitan Sunday paper grew from an average of 177 pages to 265 pages between 1977 and 1983—a 50-percent increase in pages. Meantime, a typical daily's weekday editions grew by about a third.

Contributing mightily to this increase in Sunday-paper bulk were inserts, which grew by 147 percent compared with the 32-percent growth reported for Sunday run-of-paper advertising. The analysis found that inserts now account for 20 percent of the page volume of the typical metro Sunday paper [presstime, March 1985, p. 8].

In 1980, NAB conducted a different kind of research covering six Sunday papers in five types of markets. It sought to produce a profile of the typical Sunday reader. The results showed: He or she is a person who reads the paper at home and likes to share it with other family members, who reads for news but also for relaxation and advertisements, who prefers Sunday editions because there is more time to read and who is a regular weekday newspaper reader.

Lehman, who wrote the report, says he believes that profile still applies.

Recent examples. Executives of newspapers that have launched Sunday editions in recent years describe various motives for doing so: to satisfy advertisers, to lure readers from Sunday papers published in other areas, to attract readers who have not previously bought a Sunday paper because none was available with local news content, to become a regional newspaper, and to shorten the gap between the time editions appear on Saturday and Monday.

> *Sunday has become a popular shopping time. It's "the fastest-growing shopping day in the week."*

Five newspapers that began Sunday editions in recent years were interviewed by **presstime** and indicated that the perceived benefits were strong enough to balance the trouble, costs and risks—including the risk that extra revenue might appear slowly and at the expense of weekday editions.

While the five newspapers did various degrees of planning—ranging from commissioned marketing surveys to an informal poll of staff—luck also played a role in Sunday kickoffs.

The Centre Daily Times of State College, Pa., had the good fortune to start its Sunday edition in 1982 as the hometown Penn State University football team began its drive toward a national championship. The Nittany Lions' Saturday victories made good Sunday reading for fans.

The Republic of Columbus, Ind., had the bad luck to print its first Sunday edition last month, just before the town's main employer announced large, permanent layoffs.

General Manager Don Bucknam says if the layoffs had occurred earlier, the Republic would have temporarily delayed the launch. As it is, he says, 'We'll probably take more licks during this particular time than our projections would have showed."

Even when luck is on a newspaper's side, there is no guarantee of instant profit.

James McKearney, vice president for marketing at Ingersoll Publications, has a personal rule of thumb about the profitability of Sunday editions. McKearney generally expects to wait two to three years for the "turnaround" that makes a Sunday paper profitable on its own, although he qualifies his rule by saying emphatically that newspaper markets and operations are often different, and that no business situation can be reduced to a formula.

That qualification is illustrated by the experience at some papers with recent Sunday launches.

In Columbus, the Republic increased its staff from 108 to 119 full- and part-time employees.

It decided to go to Sunday publication after ascertaining that 70 percent of the households in its circulation area were not buying a newspaper that day, General Manager Bucknam says.

Also, he says, advertisers increasingly track sales by using computers programmed to consider Sunday as the week's first day. So, if a newspaper does not have a Sunday edition to help a store boost sales that day, a local manager can look bad in regional store-to-store comparisons.

Advertising for chain stores is increasingly being bought regionally, Bucknam adds, and "they're definitely thinking Sunday."

The Republic distributed about 25,000 free copies every Sunday in August and this month was to begin charging for the paper. Subscribers can only receive it as part of a seven-day package. Most of the retail Sunday advertising so far is "switch" from other days, but classified sales are reflecting new inches, Bucknam says.

In Wausau, Wis., where the Daily Herald published its first Sunday edition March 17, the newspaper budgeted a 12-percent increase in expenses to cover the start-up and initial operations, according to Controller Bob Melang. The expense included additional staff, a heavy promotion campaign costing more than $50,000 and three weeks of free Sunday samples.

Delivery operations had to be expanded to cover the newspaper's reach into four additional counties. Another price of the regional focus, Melang says, was the monthly telephone bill, which more than doubled to $4,800.

But Richard J. Barrett, the Herald's advertising director, says retail and classified advertising more than met initial goals for increases in inches. Still, Melang says, "We anticipated profitability early in the game, but it didn't come true. . . . I couldn't say we are there yet." Unexpected cost "has been our biggest pitfall."

But Melang expects the Sunday Herald—the 62nd Gannett paper to publish on Sunday—to present "a very profitable picture" once the initial startup period ends.

The launch of the Centre Daily Times had a few twists in addition to its serendipitous timing with the success of the Penn State football team. First, the newspaper, which is owned by Knight-Ridder Newspapers Inc., had to design a Sunday newspaper that would appeal to two distinct customer groups: one identifying with the nearby university and the other with the area's farm economy.

Publisher Robert E. Orkand says the job was "to construct and shape a newspaper that could reach out and appeal to people on both sides of that line with the great meeting ground being Pennsylvania State (University) athletics."

The Daily Times, which publishes in what Orkand calls "a hotly competitive area," also dropped its Saturday newspaper the day before the first Sunday edition appeared. Even so, the newspaper added the equivalent of eight full-time employees, a staff increase of 6 percent.

Aided by a boost from the championship football season, a Sunday advertising-rate premium and the removal of the Saturday edition, the Daily Times earned an operating profit of 19.6 cents on each dollar of Sunday revenue during the four months the Sunday paper was published in 1982, Orkand says.

But the newspaper had not figured on customers' loyalty to Saturday. "We caught hell from our readers," Orkand says. So on Jan. 8—about four months after the Sunday launch—the Daily Times revived its Saturday newspaper. ☐

DISC

10 Years 1975 1985

Service to the Newspaper Industry

DISC/NET. . .A **Proven** Front-End System.

DISCOVERY. . .**The** Path to Pagination.

Call us at 312/344-1025.

DISC Dewar Information Systems Corporation

Discover Us!

Extraordinary!

In a word, that best describes the complete line of easy-to-use prepress products from Hell Graphic Systems. Put them to work. They'll do wonders for your quality control and productivity. And improved quality and productivity mean faster payback on your initial investment.

The Chromacom electronic page makeup and retouching system allows you to do things you never thought possible. Ghosting, super-imposition, color corrections—virtually anything you can conceive. Software-controlled Chromagraph color scanners provide short access times for high quality color separations, use little material, and permit extensive correction. Combined with the Digiset LS 210 Laser Image Setter and IP 100 Image Processor, the high-resolution Pressfax laser facsimile system gives you the capability to rapidly and precisely assemble, process, and transmit high-quality newspaper pages and printed originals to any remote site for printing.

It's the first system capable of scanning four separations independently.

To find out more, contact your Hell branch office.

New York (516) 466-0710
Atlanta (404) 696-8100
Chicago (312) 595-6560
Dallas (214) 241-9421
Los Angeles (213) 603-8703
Toronto (416) 673-1997
Hell Graphic Systems, Inc.,
300 Rabro Dr. East,
Hauppauge, NY 11788
(516) 582-6520

Excellence at the speed of light.

HELL
Graphic Systems

CC 4600-017 WLM 195

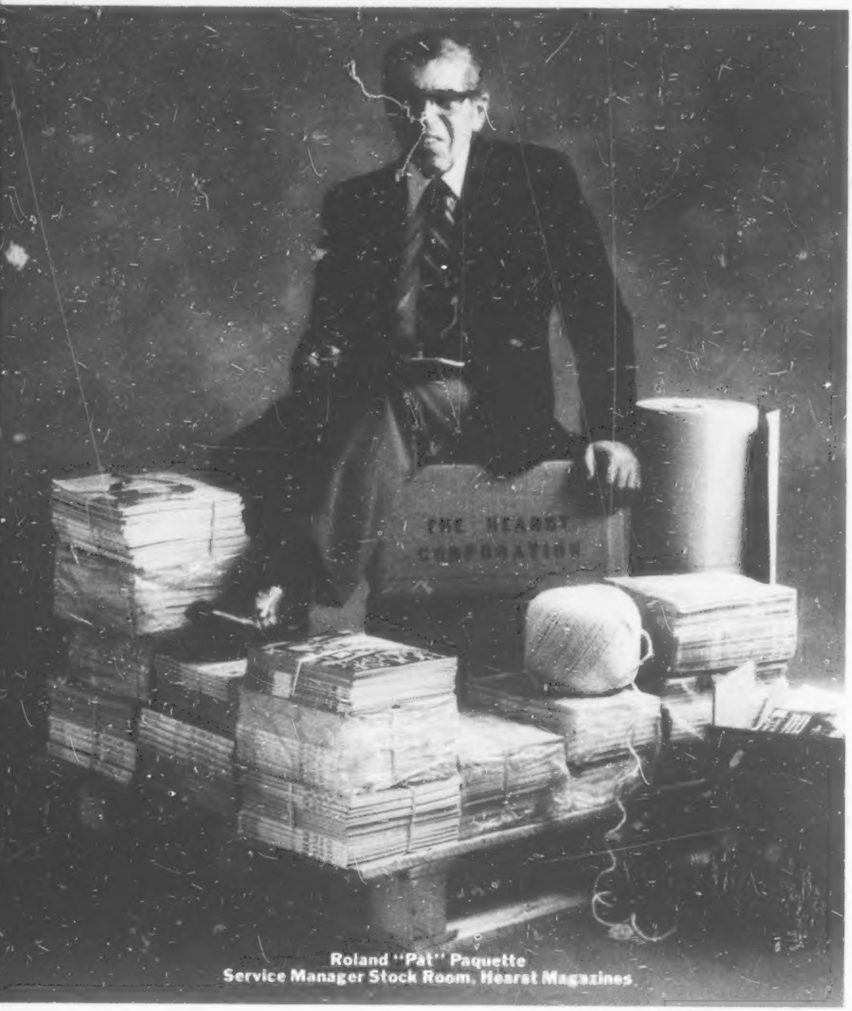
Harry Rosenfeld had the creative ideas that have made Hearst's Albany newspapers 'must reading' in New York's state capital.

Harry M. Rosenfeld
Editor, Capital Newspapers

HEARST IS MORE THAN 125 COMPANIES INCLUDING MAGAZINES, BROADCASTING, NEWSPAPERS, BOOKS, BUSINESS PUBLISHING AND CABLE COMMUNICATIONS.

MAGAZINES Colonial Homes • Connoisseur • Cosmopolitan • Country Living • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating & Sailing • Popular Mechanics • Redbook • Science Digest • Sports Afield • Town & Country • National Magazine Co., Ltd. (United Kingdom) • Magazine Distribution • Eastern News Distributors • Communications Data Services • International Circulation Distributors • Periodical Publishers Service Bureau **BROADCASTING** TV Stations • WBAL-TV, Baltimore, MD • WDTN-TV, Dayton, Ohio • KMBC-TV, Kansas City, MO • WISN-TV, Milwaukee, WI • WTAE-TV, Pittsburgh, PA • Radio Stations • WBAL-AM, Baltimore, MD • WIYY-FM, Baltimore, MD • WISN-AM, Milwaukee, WI • WLTQ-FM, Milwaukee, WI • WHTX-FM, Pittsburgh, PA • WTAE-AM, Pittsburgh, PA • WAPA-AM, San Juan, Puerto Rico **NEWSPAPERS** Albany (NY) Knickerbocker News • Albany (NY) Times-Union • Baltimore (MD) News American • Beaumont (TX) Enterprise • Clearwater (FL) Sun • Edwardsville (IL) Intelligencer • Huron Daily Tribune, Bad Axe, MI • Laredo (TX) Times • Los Angeles (CA) Herald Examiner • Midland (MI) Daily News • Midland (TX) Reporter-Telegram • Plainview (TX) Daily Herald • San Antonio (TX) Light • San Francisco (CA) Examiner • Seattle (WA) Post-Intelligencer • 40 weeklies in California, Michigan, Florida and Texas.

Pat Paquette's creative ideas at The Hearst Magazines Division started 53 years ago and haven't stopped yet.



Roland "Pat" Paquette
Service Manager Stock Room, Hearst Magazines

© 1985 Hearst Corporation

To build a great company, you need good creative ideas. Ideas that come from not just a few of our people, but from all of them.

At The Hearst Corporation, we like to think of all our 13,000 people as creative people.

People whose creative ideas have helped us more than triple our size in the past ten years and have made us one of the largest and, we think, one of the best communications companies in the world.

Harry Rosenfeld's creative ideas have produced news coverage that has made the Albany Times-Union and the Knickerbocker News two of the most respected newspapers in the State of New York. Whether it's a story about the aging suburbs, or patients' rights in hospitals, Hearst's Albany newspapers are among the best examples of contemporary journalism.

Pat Paquette joined Hearst in 1932 and for more than 50 years has been coming up with creative ideas to improve record-keeping and formalize our historical magazine backlog. What's more, he's a "walking encyclopedia" of the people who have built our company during the last half century.

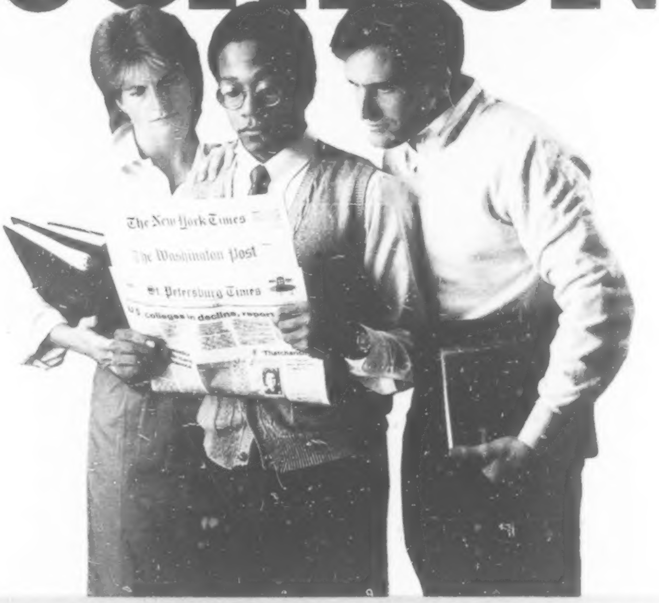
We at Hearst know that as long as our people keep contributing their creative ideas, the best is still yet to come.

The Hearst Corporation

Good creative ideas
that make good business sense.™

BOOKS/BUSINESS PUBLISHING Arbor House • Avon • Hearst Books • Hearst Marine Books • William Morrow & Co., Inc. • Hearst Business Communications, Inc. • Hearst Business Media, Inc. • Hearst Professional Magazines, Inc. • American Druggist • American Druggist Blue Book • Diversion • Electronic Engineers Master Catalogue • Electronic Products Magazine • Floor Covering Weekly • Integrated Circuits Master Catalogue • Motor Books • Motor Crash Estimating Guide • Motor Magazine • National Auto Research Publications • Office World News • Retirement Advisors Inc. • Today's Office **CABLE COMMUNICATIONS** Hearst Cablevision of California • Los Gatos, CA • Milpitas, CA • Newark, CA • Santa Clara, CA • Cable Programming Networks • Arts & Entertainment (a joint venture between Hearst/ABC Video Services and RCTV) • Lifetime (a joint venture between Hearst/ABC Video Services and Viacom International) **OTHER ACTIVITIES** Cal Graphics • Hearst Advertising Service • Hearst Feature Service • Hearst Metrotone News • King Features Syndicate • King Features Entertainment • Reader Mail, Inc.

REPORTING ON EDUCATION


The New York Times
The Washington Post
St. Petersburg Times
U.S. colleges in decline, report

NEWSPAPERS AND THEIR READERS BENEFIT WHEN THE 'SCHOOL BEAT' IS A TOP PRIORITY.

BY BETTE S. ORSINI

Orsini, a Pulitzer Prize winning investigative reporter for the St. Petersburg Times, specializes in covering education, poverty and human needs. She won a 1979 Ford Foundation Fellowship in Educational Journalism, with which she studied depression and suicide among college students. A former president of the Education Writers Association, she recently was "education writer in residence" at the University of Maryland College of Journalism.

The issue of how children are to be taught in school has broken onto the front pages of America. And if your newspaper has not yet seen fit to place it there, you are denying your readers responsible coverage of one of the nation's most pressing crises.

If you have one reporter covering 21 school districts (plus working police in downtime), publish primarily school board actions, run them on the back page, and count yourself as "covering" education, consider that:

An investigative education team from the Jackson (Miss.) Clarion-Ledger poked around for six months into conditions in Mississippi public schools, found them lacking, said so in a series of 51 stories—and won not only the National Grand Prize for Distinguished Education Reporting but a 1983 Pulitzer Prize.

If your idea of "coverage" every time a major education issue arises in your community is to dispatch your 20-percent-time "schools" reporter to do a man-on-the-street account asking questions on highly complicated topics, consider that:

The Dallas Times Herald sent three reporters to spend seven months traveling the United States, Europe and Asia comparing Dallas students' educational achievement with student achievement in seven other countries, and then displayed the assessment of "American Education—The ABCs of Failure" in an 88-page reprint of 54 articles and editorials that ran for a month in 1983.

If your "education writer" primarily gets assignments like "teaching" for a day in a local classroom, writing a cutesy story about it, having a picture taken with one of the kids presenting an apple, guest-teaching a journalism class, and then gets moved off the beat before ever really getting to know what it's all about, consider that:

Betty S. Olsen

The nation's classrooms are bursting with good stories.

Michigan's Oakland Press in Pontiac provided its reporter with enough resources to take a good, long look at suspected inequities among the county's school districts and to produce a full series under the heading, "Disparity in the Classroom: The Widening Gap." The paper trumpeted its findings in an exposé that began: "Unlike finding a job, getting educated in Oakland County isn't so much who you know, it's where you live. The county's districts—which educate about 10 percent of the state's students—show a widening gap in the kinds of education they can afford to offer." The effort won a 1984 National Distinguished Education Reporting Grand Prize.

If your "education reporter" covers the school board, the park board, the zoning board, the town council, police, fire, Little League—and in free time the Tuesday businessmen's luncheon—but is absolutely denied time to pursue a school idea in depth, because that's the way things, of necessity, work when you're small, consider that:

In 1978, a six-person editing-reporting-illustrating team on the less-than-20,000-circulation Daily Hampshire Gazette in Northampton, Mass., won the Associated Press Managing Editors Association's Public Service Award for setting out in a 23-part series every aspect, good and bad, of the Northampton school system for the community to digest and discuss.

If your "education news" consists of school strikes, stadium knifings, salary battles, the naming of a new school superintendent, and absolutely precludes granting of space for an examination of the teaching of reading in elementary schools because that's the way it works when you're big, consider that:

The New York Times is off the press with an 80-page "Education Winter Survey" probing the serious national question of who shall teach in U.S. public schools.

A newspaper whose approach to covering education is surface, superficial, naive, and downright behind-the-times is not only risking credibility with its readers but is in fact denying them informed participation in one of the nation's most vital debates.

David Hawpe, managing editor of The Courier-Journal in Louisville, takes every possible occasion to preach that lesson to his colleagues.

"When I became city editor of The Louisville Times in 1977," says Hawpe, "I announced to the staff that the education beat was the most important on the paper—that activities covered on the education beat touched more people in a more powerful way than do any of the activities we cover. I told them I thought that the education system had more to do with the quality of life in the community than anything else that I knew about. And that as a result, it had to be our top priority.

"When I came to The Courier-Journal as managing editor in 1979, I said the same thing. I told the staff *this* is my top priority. And I became personally involved in finding and recruiting the education writers who have been hired during my tenure." (See story, p. 25.)

Front-page play. There is a notable trend at work in U.S. newspapering to try to improve the caliber of education reporting, and it results from the efforts of editors and writers like Hawpe to close the gap in coverage. Substantive articles about education at all levels—kindergarten through college—are bursting onto the nation's front pages.

"I thought that the education system had more to do with the quality of life in the community than anything else. . . ."

David Hawpe

Christopher Connell, an Associated Press reporter covering education in the AP Washington Bureau, says education has been widely perceived as a "beginner's beat" and a stepping stone to "things with more lure, like [covering] politics." But Connell believes that notion is giving way and that education reporting "has gotten a lot more sophisticated" in large numbers of newspapers throughout the country.

"We get about 50 papers a day here in our office, mostly small-and medium-sized dailies," he says. "When you do a major story, you look through these papers for a few days. It's astonishing how often you find these newspapers running big, front-page, lead stories on education."

Connell says Terrel H. Bell, who during his tenure as U.S. secretary of education appointed the National Commission on Excellence in Education, "kept saying he couldn't have galvanized public opinion without the help of the newspapers." In Bell's farewell news conference, says Connell, "he thanked the press for reporting the story" on the landmark "Nation at Risk" education-reform report issued by the commission in 1983.

"Are reporters getting behind the reports, taking them and using them as devices to go in and look at their own vocational schools and other programs? I think they are," says Connell. "I think these reports are not just gathering dust. I think they've been the launching pad for a lot of local coverage."

"I think the rap that education [coverage] is poorly done is an old rap," he says.

There is indeed evidence of a widening of the base of good education coverage.

Historically, a core of solid education reporting has long existed, executed by newspapers with commitments that predate "Nation at Risk" or any of the other high-interest points that cyclically catapult education into the news. With their editors' commitment and their writers' interest as the motivation, these papers regularly have devoted major resources to the subject.

Their reporting has led to injunctions against school board secret meetings, indictments of state school officials and corrections of special education center abuses in which some mass-tested children were mistakenly declared "mentally retarded."

Largely through their own growth in status and influence, these newspapers and journalists have catalyzed expansion of their methods to other papers.

Often at the base of substantive education coverage found at such newspapers are:

- Editors and owners with longstanding personal commitments to education as a central community issue.
- City editors, managing editors and editorial page editors who moved to their present jobs from positions as education writers or who were influenced by an education reporting specialist brought onto the staff.

Besides exerting influence within their own sphere, these journalists have participated extensively in the work of professional organizations formed to broaden and elevate the treatment of education topics by newspapers and broadcasters.

Charles Harrison is executive director of one such organization — the Education Writers Association, formed in the 1940s, revived in the '60s and operated since then with a consistent 300 to 500 members. He sums up the attitude some EWA members still encounter at papers whose coverage of education lags behind: "We cover schools, not education."

"There is a world of difference," Harrison notes.

The development of a cadre of probing education writers has come almost entirely through the efforts of certain newspapers and individual editors and reporters, and the EWA.

For the most part, universities have played no role in this regard, though one — the University of Maryland — currently plans to try to develop an education-writing specialization in its College of Journalism.

Journalism textbook publishers have not done much better. An education writer for the Decatur (Ill.) Herald and Review, Alden Solovy, once examined college journalism textbooks for evidence of detailed instruction on education writing. His search came up dry.

Solovy reported in 1982 that a survey of 25 college journalism textbooks revealed that only about one in three provided even a cursory look at education writing, and that 13 failed to mention education writing at all. "Some of those books do list beats," he wrote, "but somehow leave education writing out.

"Of the 12 remaining texts, three do nothing more than make a passing reference to the beat. Of the other nine that attempt to define education reporting, the treatment ranges from a vague, one-paragraph summary to a more detailed, seven-page description."

There is no consistency, either, in how long newspapers that adopt good education reporting techniques hang onto them. The tenor of coverage sometimes is determined more by the emphasis placed by a particular editor during his or her reign than by the dictates of a consistent march from surface to depth coverage.

The Bangor (Maine) Daily News, for example, switched back about three years ago from an emphasis on state and national issues to a more locally based coverage, brought about in part by a

US DEPARTMENT
OF EDUCATION

Connell dates upswing of interest to "Nation at Risk" report.

new managing editor, according to editorial writer Wayne Reilly, a former education writer. "There's less coverage of education as an issue affecting many different school districts and more of an emphasis on what's going on in the local towns," he says.

The situation is the reverse at the Springfield (Ohio) News-Sun. Managing editor Jack Bianchi speaks reverently of education as an absolutely necessary point of emphasis.

"We have a reporting staff of 11 people and two are assigned to education. So you can see we put heavy emphasis on it," says Bianchi. "We're looking for all areas: any changes in curriculum, anything that's done in an outstanding fashion, any new programs."

Bianchi says his paper tries to cover the school board "because that's a public forum," but delves regularly into other issues. "There was a superintendent who retired. We had a reporter go to a couple of places we thought the new superintendent was going to come from to see what he was like. We want to get into the curriculum more."

Bianchi credits the paper's editor, Norman A. Pearson, whose wife is a teacher, with being the spark behind the News-Sun's education focus. "He really follows education closely," says Bianchi. "I think his interest is even more (pronounced) than mine. Our society is dependent upon the educational system. When you think of the size of an educational system in a community, and the people it affects, maybe that's why we take that much interest in it."

Covering the issues. The issues that thrust education onto page 1 vary markedly from community to community. But two of the major ones are classroom process and "tracking" of students.

The Courier-Journal's Hawpe says the issue of classroom process involves such matters as discipline and the danger of stifling student creativity, the tendency of teachers to call only on students they believe will answer questions accurately and quickly, and consolidation of small schools into large ones where children are educated in "boxes off of hallways."

"Tracking" refers to the process of classifying students by levels of educational ability and putting them in classrooms with students of similar ability, which he believes is "detrimental" to the less able.

Hawpe says such issues are where newspapers ought to be concentrating their attention "instead of the politics of the school board." And he reports that his paper is "going to tackle both (classroom process and tracking) in our project marking 10 years of busing in Louisville."

The AP's Connell dates the vast upswing in newspaper interest of education issues to the release of the "Nation at Risk" report two years ago. It "opened the floodgates. The papers have just been devoting a lot more ink and space to education reporting since then."

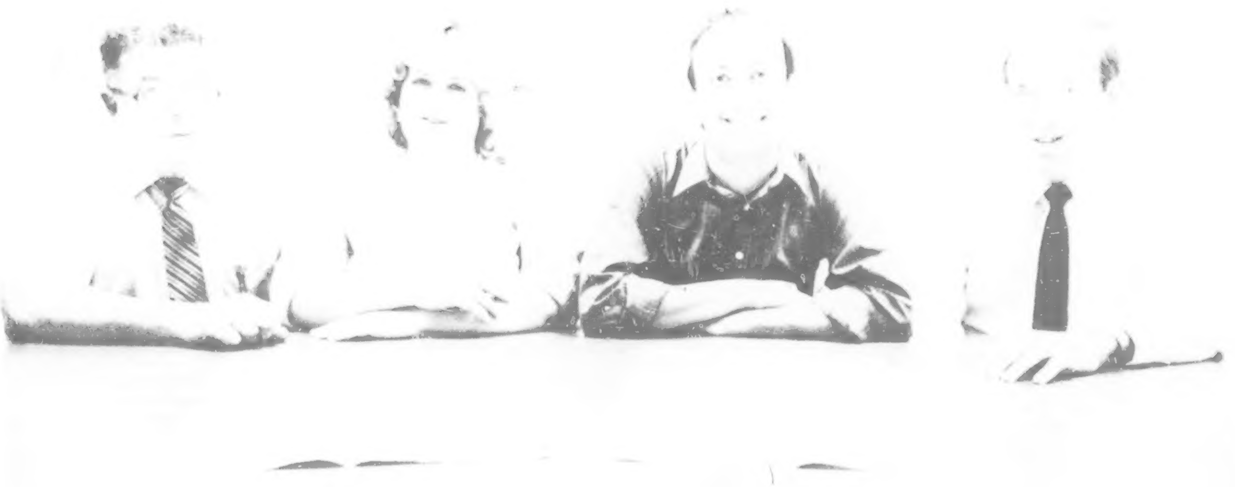
Connell says his editors "firmly believe that there's not only a market but a need" for crack education coverage. So he gets, he believes, opportunities that are superior to those of many other AP reporters. "We get out on the road," he says. "I have a lot less spot duty and a lot more license to pursue features and enterprise copy than most of my colleagues." He has been on the education beat for eight years and turned down chances to transfer.

Another reason there is more education coverage, he says, is the fact that "the people who are now sliding into the news editors' jobs are people who are having kids. There is an upsurge in the school-age population. There is this revival of interest in whether the school is doing a good or bad job. . . . The idea that you could just ignore the public schools, desert the school boards and leave that whole $230-billion enterprise to itself is just nonsense.

"There had to be a renewal of interest. People had a right to find out just how their schools are doing, to hear all the horror stories of illiterate high school graduates, to find out . . . how people spend 12 years in school and emerge as functional illiterates."

The reform reports mostly focused on high schools, says Connell, but he says newspapers should not be misled by that emphasis. "I don't think people are looking enough at elementary schools. Something happens that these kids who start off fast are not being sustained into high school. You can't blame it all on the problems of being a teen-ager. There's something being dropped there."

Newspapers, he says, "have to pay closer interest. They have to spend enough time to figure what the routines are, what is really going on." Connell recalls being told once by an education



Springfield News-Sun

Springfield, Ohio, editors Pearson (left) and Bianchi (right) assigned Barbara Carmen and Dan Hughes to be education writers from an 11-reporter staff.

researcher, former U.S. Education Commissioner Ernest Boyer that "the first thing that ought to be done in reforming the schools is to shut off the squawk boxes"—the public-address system speakers that carry announcements.

"Any good reporter," says Connell, "can go in and find out just how much time students do spend on tasks."

How they cover. The larger the newspaper, it turns out, the greater the freedom to cover issues instead of school boards. When the school districts number 500, as they do for the Los Angeles Times, you just "don't cover," says education writer David Savage.

"I'm basically it for elementary-secondary," he says. "I work on a series of different stories that I think are interesting. I cover the Los Angeles School Board to some degree. I spend a third of my time on local issues, a third on state issues, a third on national issues and trend stories."

The Times covers the Los Angeles district "with some consistency," and Savage says he may call around to other districts to determine how issues like more stringent graduation requirements will affect them. But he says, "We obviously couldn't make any claim that we monitor developments in 500 school districts and decide what's newsworthy. We cover the big ones and ignore the little ones, except in the suburban sections" of the newspaper. "We have a deputy managing editor who started out here as an education reporter and has moved up through the ranks," Savage notes. "And I think that has made a lot of difference in the amount of space that we give to education."

"There's been always a pretty good commitment here to covering education," he says, although "you're always aware that you only scratch the surface."

The Philadelphia Inquirer handles its vast school systems by assigning four different education reporters to four different beats. One writer, Martha Woodall, covers the 200,000-student public schools. A second writer covers private and parochial schools. Two writers cover higher education, one focusing on Temple University and the other on the University of Pennsylvania, both located in the city.

Despite the size of the public school system, Woodall works at keeping her coverage close to the classroom by trying to visit at least two schools a week to write about programs.

A medium-size paper like The Spokesman-Review of Spokane more typically divides its regular coverage among two education reporters—one for kindergarten-through-12th grade and one for higher education—and then supplements them with general assignment reporters on broad issues spanning the whole system.

But Spokesman-Review Managing Editor Christopher Peck says "the rise of the private schools has put a wrench in our coverage plan. . . . Our traditional beat structure has not held up very well." So the paper has had to make some adjustments.

"There's been so much public interest" in all forms of education, Peck says, it has "overtaken the schools. The parents are more active" in areas like textbook selection.

"Our own market research," says Peck, "showed that education coverage has become in the last year or two a much higher interest item to our readers. It has caused us to look at it. . . . Education's a really hot topic right now. So we're going to be devoting more resources to it."

For one story, a Spokesman-Review reporter enrolled in high school and posed as a student for two weeks. The paper took the school principal into its confidence, but the teachers were not told.

"Unfortunately—for them, not for us—the stories that came out were pretty damaging," Peck says. They included references to "unruliness in the classroom, drugs, alcohol use." The reporter himself was approached about buying drugs.

The education beat has become especially engaging in areas of heavy improvement in schools, such as Mississippi, traditionally on the bottom rung of education quality measures but now moving up. "We are reporting things that *are* being done instead of talking about what *should* be done," says Cyndy Rentz, who covers education for the Biloxi Sun-Daily Herald.

"We are experiencing sweeping education reform in this state in every aspect," says Rentz. "We're last in a lot of categories. . . . We don't even have kindergartens. We did not even have compulsory attendance—for any age. You're talking about a whole other world."

Her paper is responding to what's going on by expanding coverage, says Rentz, "but also on our own, we feel the responsibility of trying to keep education in the public eye so all these things won't fall by the wayside."

HIGH SCHOOL SOCIETY

Punk styles, spirit and the Soc are all part of school scenery

Story by JIM SPARKS

Spokane reporter posed as a student to get this story.

How one paper allocates staff for quality education coverage

The Courier-Journal in Louisville is one of the U.S. newspapers that offer issues-oriented education coverage. Managing Editor David Hawpe says these are the elements of that coverage:

- *Regular staffing.* One reporter covers Jefferson County public schools. A second covers private and parochial schools and the colleges in Louisville.

The two work in tandem. If two reporters are needed on any aspect of the school system, they team up. "The goal," says Hawpe, "is to have two persons available in order to make it possible to spring the education writer for projects and longer-running stories in order not to get bogged down covering just school board meetings."

There's also a higher-education reporter—the chief of the paper's bureau in Lexington, where the University of Kentucky is located.

Across the Ohio River from Louisville, one reporter covers Floyd County, Ind., public schools and another covers Clark County, Ind., public schools.

A bureau reporter is responsible for the school systems in other counties within The Courier-Journal's immediate circulation area.

- *Special staffing.* When the paper wants to mount a major project, it draws other staffers into the exercise.

For a 24-page look at the state's kindergarten-through 12th grade system and its inadequacies, the paper in 1983 used its Lexington bureau education writer and its Pulitzer Prize-winning special projects reporter. This year a team is updating that series.

Simultaneously, another team has been working on a project marking 10 years of busing for desegregation in Jefferson County public schools. "We've drawn people from all over the place for that," says Hawpe, including features, the city side and the business staff.

"Each of the three projects required us to put together a different team calling for different people," he says. "So when I say that we cover education by using three education writers, these three are certainly not the only people we use. We do a lot of special projects on education, and for these we draw together the people we need."

Busing was the issue that forever changed education coverage in Louisville. "It made the school system overwhelmingly the biggest news in town," Hawpe says.

During the last 10 years," he says, "the school system came to be viewed as the biggest stumbling block to economic development in Louisville and in Kentucky in general. So every time we write an economic development story, we end up writing about education."

The Courier-Journal managing editor mandates that education is his paper's number-one coverage priority. He considers the subject so important that he personally recruits education writers.

"I remember making a wild emergency flying excursion to Minneapolis to make sure we got one individual to come to us as education writer," he says. "We were afraid she was about to be stolen away."

In its education coverage, The Courier-Journal does write extensively about competency testing and merit pay, "because legislators are talking a lot about them. We are dealing with a lot of catch phrases and jargon. . . . That is the language of crisis, in which legislators and bureaucrats debate.

"But that language is really, to me, divorced from the kind of language that describes what goes on in the classroom."

It is *that* language—the language of the classroom—newspapers should write about if they want to cover not just "schools" but "education," Hawpe says. *—Bette S. Orsini*

There's also high-level enthusiasm for education coverage at the Albuquerque (N.M.) Journal. Education writer Susan Landon attributes much of the Journal's commitment to Managing Editor Frankie McCarty, who used to be the education writer. Page-1 play for education issues has held steady throughout Landon's six years on the beat, she reports.

There have been two special sessions of the New Mexico Legislature so far this year to grapple with education reform in the public schools and universities, and Landon says, "It's a real big story out here."

The aura of excitement about education is not universal, however. At The Indianapolis Star, Assistant City Editor Robert N. Bell ranks interest in education as "probably medium."

The outlook: expansion. The AP's Connell, The Courier-Journal's Hawpe and many of their reporter-editor colleagues forecast a continuing hold on Page 1 for education. "I think that generally there will be a swing back to recognizing that schools are more important," says Connell. "The local school on the corner plays a bigger role in the type of society we are than we realized."

"I think people do realize that they've got to pay closer attention," he says. "And that interest will invariably translate into closer scrutiny by the local newspapers."

Even recently, when they began paying more attention to the topic, newspapers have not been leading public opinion in elevating education to front-page status, Connell contends. "They have been following it. But they have been following it assiduously," he believes.

Hawpe forecasts that the coverage "is just going to expand and improve. Editors have come to the conclusion that readers want better and more education coverage."

"But my concern," he says, "is that in the legitimate effort to illustrate the ways we are not sufficiently strong, journalists run the risk of causing readers to forget about those positive attributes of American schools that are important.

"So while on the one hand I'm optimistic for more and better coverage, my fear is that it won't be wise coverage. The issues easiest to talk about are those with numbers, and our coverage gravitates normally and naturally toward numbers. But the more positive aspects of American education don't have anything to do with numbers."

Hawpe urges newspapers to assure that their expanded coverage is informed coverage. "Real education coverage specialists don't delude themselves that they really understand (the situation) by having all those numbers in front of them," he says. "They have the numbers at their command already, and they are capable of rising above the numbers. They know that there's a whole range of issues that have nothing to do with numbers."

The strength of U.S. education—and a primary target for education coverage—is "the repository of young folks who are still open to intellectual inventiveness and creativity," he says. ☐

Sources aplenty to keep up on education issues

If your newspaper has not already retooled its coverage to take advantage of the status of education as a page-1 issue, here's what can be done:

First, create an education-writing slot and locate a good education writer to fill it.

Editors around the country have begun actively seeking recognized education writing specialists to help revamp their coverage. The editors say they have learned from past searches the value of finding writers already experienced in education issues.

Once the education specialist is on board, commit the resources to allow that specialist to keep abreast of the issues.

For example:

- The national Education Writers Association conducts an annual national seminar, periodic regional workshops, and jointly sponsors with the Johnson Foundation a yearly Wingspread Conference in Racine, Wis., for which writers are selected geographically and by level of experience.
- The American Association of Higher Education sponsors an annual Reporter's Higher Education Seminar.
- The Institute for Educational Leadership, a Washington-based organization that coordinates programs to strengthen American education, conducts projects with education writers.
- The Washington Journalism Center has public affairs reporting seminars on a number of issues, including education.
- Investigative Reporters and Editors Inc. conducts seminars on investigative reporting about various topics, including education.
- National publications such as the Phi Delta Kappan, The Chronicle of Higher Education and Education Week provide comprehensive background on breaking news stories and substantive treatment of education issues in depth.

The well-trained and well-briefed writer will know which stories to tackle and which completed ones warrant placement on page 1.

Reporters observe class at "newcomers'" school during San Francisco EWA seminar.

It is difficult to dupe education writers on what is—and what is not—a legitimate education story once they obtain sufficient background with the help of the Education Writers Association's continuous, in-service briefings.

Education writers attending the EWA national seminar in San Francisco in 1983, for example, scooped the nation on one of the biggest education stories in recent times, the "Nation at Risk" report of the National Commission on Educational Excellence.

The reporters got a sneak preview of the findings and had the chairman and key panel members, as well as the heads of major education organizations, on hand to question.

Education writers attending that seminar also scooped the nation on the results of the 1982 National Assessment of Educational Progress in mathematics. The assessment director announced the testing results there and compared them with previous years' results. The head of the National Council of Teachers of Mathematics was on hand for reporters to question about the impact.

Editors who played those stories well got a clean beat on the rest of the country.

During additional sessions at that seminar, reporters learned:

- How to conduct research projects on one of the nation's most pressing education issues: resegregation of the nation's public schools
- How to interpret more than two dozen major reports assessing weaknesses and prescribing improvement for the nation's schools
- What to look for in the classroom
- How investigative reporting can dig out and document hard-to-get stories on such things as school suicides, corruption and mislabeling of problem students as mentally retarded.

There were also field trips—to a San Francisco inner-city high school that uses computers to increase educational opportunities for disadvantaged students; to a "newcomers' " high school where 500 Asian and Latin American students participate in a one-year, language-intense program before enrolling in regular schools; and to the University of California/Berkeley School of Education to probe faculty members on their efforts to turn out quality teachers for the nation's public schools.

More than 60 newspapers, educational organizations and institutions, journalism schools, magazines, teacher unions, testing and assessment agencies, and free-lance writers were represented at that seminar, and EWA conducts one like it every year.

Once a newspaper has its education specialist in place, it should devote the length and space to tell the story whole, with the depth and complexity to constitute a public service. The rewards will be that the paper is doing the job right and helping to groom a whole new generation of prospective readers.

—Bette S. Orsini

An educator's view of education coverage. See essay, p. 33.

SOME COURSES CANCELED

Students show little new-tech interest

BY MARGARET GENOVESE
presstime staff writer

The problems that videotex, teletext and cabletext are experiencing finding a market are being mirrored on college campuses as some courses in these new media go begging for students.

Of 12 journalism schools contacted by **presstime** that had been identified in a 1984 survey as among only 14 in the country offering courses providing instruction in the preparation of copy for these new media, three reported the classes had been canceled for lack of student interest; one was not repeated after a change in school administration; and three others, it turned out, never did have such "hands-on" courses.

"They weren't knocking the doors down to get into the course," says Walter Bunge, director of the School of Journalism at Ohio State University about "Producing News for Videotex, Teletext and Cabletext."

Offered for the second time in the spring semester of 1985, the course failed to get the half-dozen registrants that Bunge requires to justify its being given.

Similarly, "Electronic Publishing," a course planned for the fall 1984 semester at the Department of Mass Communications at Eastern Kentucky University never got off the drawing board.

Department Chairman Glen A. Kleine reports he had an offer from the local cable-TV company for the use of a channel, had an instructor lined up to teach the course, but could not get the required 16 students to sign up.

Kleine attributes the lack of interest to the number of required courses students must take and the attractiveness of competing electives. He says he does think students were "rejecting the idea of new technology, or studying about new technology."

But Ohio State's Bunge believes the course content was responsible in part for the poor response from his students.

"I have a feeling they don't look on the possibility of editing news and writing news and [learning] the techniques of reporting news for electronic publishing as quite as exciting as some of us old-timers think it is," he says.

The third school that halted its "hands-on" course in the new technologies was San Francisco State University. According to Betty Medsger, chairman of the Journalism Department, the course had been offered for several years but now will be offered only as an individual study project. The course involved preparing copy for a cable-TV channel.

University of Florida's Aller plans to consolidate two courses.

Even some of the journalism schools that pioneered in instruction in the new information technologies are reporting enrollment problems.

The University of Florida's College of Journalism and Communications began offering "Editing the Electronic Newspaper" in 1982 after it launched a 24-hours-a-day cabletext service. The course gave students an opportunity to prepare copy for the cable services, according to Helen E. Aller, director of the school's "Electronic Text Center" and course instructor.

Last year, however, the school divided the original course in two. One course provided an overview of the new media; the second concentrated on the practical side—editing, database design and graphics.

This fall, the overview course failed to get the necessary 12 students to constitute a class. Aller plans to consolidate the two courses and offer it in the spring.

She did not heavily promote the overview course, and that may account for its inadequate enrollment, Aller believes.

Another pioneering school, the Graduate School of Journalism at the University of Western Ontario in London, Ontario, has seen student interest in its videotex course see-saw. In spring 1983, it had five students. The next year, none registered. In the term this past winter, enrollment rebounded to 12. Assistant Professor Henry Overduin attributes last year's boost in popularity to the fact that a graduate got a job with a U.S. videotex company.

Despite the less-than-enthusiastic response from students at some schools, interest of journalism educators in the new media continues to be high.

One indication of this is that some schools are adding courses to their curricula.

Indiana University, which already offers a survey course called "Electronic News" and a hands-on course called "Designing Electronic News Systems," is adding a third, "more philosophical course," according to Professor John W. Ahlhauser. Moreover, Ahlhauser reports interest in the existing courses to be higher than ever.

At West Virginia University's Perley Isaac Reed School of Journalism, Professor John H. Boyer intends to offer a hands-on course in videotex in conjunction with the College of Human Resources and Education.

Another indication of the educator interest was the standing-room-only session on the subject at the August convention of the Association for Education in Journalism and Mass Communication, the national journalism educators' organization.

A panel of educators at the Memphis meeting probed such things as course content, teaching techniques and formats, and required equipment, according to moderator William R. Oates, associate professor of journalism at the University of Miami.

"Computer-based communication in some form is going to be very important in our society, and we need to take cognizance of it," says Oates. ☐

Program cosponsored by Kansas City dailies is

Easing the pain of illiteracy

BY SCOTT JASCHIK

The figures are painful. More than 27 million Americans cannot read. They are unable to fill out job applications, decipher bus schedules or read bedtime stories to their children. Another 45 million Americans are near-illiterate, unable to make their way through a newspaper's classified ads, understand simple contracts or handle ordinary banking tasks.

Many past attempts have failed to stem the growth of illiteracy, but a new program in Kansas City, Mo., has demonstrated considerable success in fighting this chronic problem.

"Project Literacy," which uses newspapers to teach adults to read, has brought illiterates to an eighth-grade reading level in less than one year. Robert J. Hilton, director of special projects at The Kansas City Star Co., one of the project's sponsoring organizations, believes Project Literacy can serve as a model for newspaper literacy programs throughout the nation.

Now midway through its three-year pilot program, Project Literacy teaches 90 people at seven locations. Two more locations, to open at the end of the summer, will bring the program closer to its goal of helping 160 people a year become literate. With support from the two dailies, The Kansas City Star and The Kansas City Times, and from major foundations and more than 100 local volunteers, Project Literacy has a strong foothold in the Kansas City area.

Hilton says a key to the program's success is its use of the newspaper as the basic text. Adults who cannot read fear being found out and suffer "tremendous embarrassment," he says. The newspaper is ideal because it is generally an adult medium and practicing with it, instead of with a reading primer, does not identify the program participant as an illiterate.

Most introductory reading materials are intended for children, Hilton adds, and adult illiterates find them demeaning—decreasing their enthusiasm for learning.

In Project Literacy, teaching sessions are held once a week for two hours. They are one-on-one: a program participant and a volunteer instructor called a "facilitator" who has been trained to teach by using the newspaper. The sessions take place in community centers rather than in schools to avoid making the participants feel like children, Hilton says.

Alice Hawk of Project Literacy gives instruction.

This philosophy enables the program to maintain a high attendance rate. While the dropout rate for adult literacy participants exceeds 50 percent nationally, only 25 percent quit the Kansas City program. And while weekly attendance nationally is only about 50 percent, at Kansas City it is 70-percent, Hilton reports.

Planning for the program started about four years ago, when the Star Co. and several Kansas City area philanthropic organizations held informal meetings about illiteracy and concluded that programs then in operation were largely ineffective.

According to a report by the Midwest Research Institute, the number of illiterates in the Kansas City area has been increasing rapidly. It now has more than 30,000 adults who are illiterate and more than 100,000 others who cannot read at an eighth-grade level, the institute says.

Project Literacy grew out of concern about these numbers.

How it works. Kansas City's Pan-Educational Institute administers the program together with the Star Co.'s Newspaper in Education program. Funding comes from the Star Co.—more than $100,000 in the past two years—the Capital Cities Foundation (affiliated with Capital Cities Communications, owner of the Star Co.) and local charities.

Frequent newspaper advertisements promoting the program are among the Star's contributions. The ads, which regularly run at least three times a month and appear as often as four times a week when the program needs more volunteers, describe the many effects illiteracy has on individuals and on society. Public service announcements on local radio and television stations encourage illiterates to join.

The program's budget is currently about $80,000 a year, or the equivalent of $800 per student, says Hilton, a member of the Project Literacy Advisory Board. Program promoters compare the $800 spent to bring each illiterate to an eighth-grade reading level with the $8,000 or so a year in social welfare services that federal studies say is generally spent for each illiterate.

Most teaching volunteers become involved in the project because of strong feelings about the importance of reading, he adds.

Once volunteers have signed on, they attend three, four-hour training sessions. The training stresses "that it's going to be frustrating at first" and that the facilitators should "accentuate the positive nature of learning," Hilton says. The facilitators, using materials prepared by the Star Co.'s NIE program, learn how to teach reading skills from any part of the newspaper so that the curriculum can be matched with each participant's interests.

Successes reported. Kansas City retiree Irwin Rampy says he volunteered to teach

Jaschik, who was a 1985 summer intern with ANPA Foundation, is now a reporter for The Chronicle for Higher Education.

someone to read after seeing one of the newspaper ads promoting the program. "I was really unaware of how many people simply cannot read," he says.

Rampy said his first student, who recently completed the program, changed in many ways during the tutorial sessions. "His self-confidence increased. He became exuberant when he learned something new, and he became much more motivated."

The student, who managed to graduate from high school despite an inability to read, "was stumbling all over three-letter words" when he started the program, Rampy said. By the end of the instruction period, he was able to read most of the newspaper.

At their last session, Rampy's student told him that he would soon receive a job promotion because of his newly acquired reading skills. His employer had agreed to pay for a mechanics course that would quality him for a better position. "I'm very proud of him. We're good friends now," Rampy says.

Another volunteer, Francis X. Tobin, emphasizes that many of the illiterates "are very intelligent people who have been neglected by the schools." He points out that "you have to be intelligent just to survive without reading."

Tobin, retired director of what is now the Federal Emergency Management Agency in Kansas City, says he decided to volunteer because "I've always liked working with people with problems."

Illiterates are motivated to learn to read for a variety of reasons, Tobin observes. Some have children who are learning to read, others seek job advancement and "some just want to be able to read the Bible."

His current student is an older woman who never went to school. She decided to learn to read after raising five children. "She never had the opportunity to travel, so she's thrilled to be able to read about places in the travel section each week," he said.

Volunteer George Wright, who works for the Social Security Administration in Kansas City, says students often change their motivations for learning as the program progresses. Most start with a specific goal in mind—a new job or a driver's license. "But as they start to learn, we start talking about high school diplomas or more education," he says.

"It may be frustrating at first, but there's real joy when you see that motivation," Wright adds.

For more information about the program, contact Project Literacy, P.O. Box 30, Kansas City, Mo. 64141. ☐

Other sources of help provided by media groups

Several other initiatives in tackling the problem of adult illiteracy reflect growing awareness of the problem in the newspaper business and in society at large.

The Gannett Foundation in July increased its 50th Anniversary Literacy Project budget from $300,000 to $500,000.

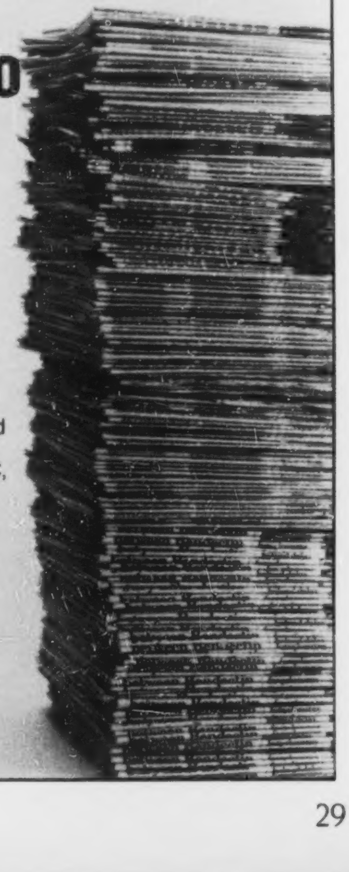
The additional funding will enable the foundation to increase to $400,000 its support of local adult literacy projects in communities served by Gannett Co. media. The grants go to local chapters of Literacy Volunteers of America and other organizations.

One of the LVA grants, for $10,000, was to reproduce "Read All About It!!"—a teaching program developed with Gannett Foundation assistance that uses the daily newspaper.

"Ready to Read!" is another literacy packet utilizing the newspaper in teaching adults. It is currently being used at correctional facilities in Ohio and is mandated by the state's Department of Adult Education for instruction in the state, according to Janet S. Fenholt, who developed the packet.

In addition, "Ready to Read!" is being made available worldwide through a Nebraska literacy hotline, says Fenholt, NIE coordinator at The Columbus Dispatch and Columbus Citizen-Journal. The packet is for the non-reader and costs $7.

The Newspaper in Education program supported by ANPA Foundation also has been active in encouraging literacy groups to use the newspaper in teaching adults to read. The Foundation recently published a booklet, "The Newspaper: Your Key to Better Living," that can be used in adult education classes for functional illiterates. Copies can be ordered from The Newspaper Center in Reston, Va., for $20 each.



OUR SYSTEMS ARE STACKED IN YOUR FAVOR, BECAUSE OVER 300 NEWSPAPERS ARE USING THEM.

What makes our System 36 a complete system is not just the proven hardware, software, installation, and continuing support provided by CDS. The key is the profit orientation that we have built into every facet of our system.

We handle your circulation, advertising, and financial management with speed and efficiency. We also provide programs for TMC, Circulation and Advertising Promotion, and Merge/Purge, all valuable marketing tools.

Call us today and find out how a CDS system can stack the numbers in your favor.

CREATIVE DATA SYSTEMS

9300 W. 110th Street
Suite 150
Overland Park, KS 66210
913/451-4618

An IBM Value-Added Remarketer

BUT MOST FADE AWAY

Strike Papers

Several newspapers started by unions during strikes are still being published. These survivors, often passing to new ownership, compete head-to-head against the papers that were struck.

BY CLARK NEWSOM
presstime labor writer

Newspaper strikes have resulted in the closing of some newspapers, but they also have given birth to a few—so called strike papers.

The history of these union-established newspapers shows that most are not long-lived. There have been some notable exceptions, however.

The oldest daily founded by union members that is still in existence is The Toronto Star. It was started Nov. 3, 1892, as The Evening Star, by 25 printers represented by the International Typographical Union following a labor dispute with the old Toronto News. In 1899, a group of local citizens bought the Star, and it has blossomed into Canada's largest-circulation daily newspaper.

Three other dailies started by ITU members—in Trenton, N.J., Colorado Springs and Green Bay, Wis.—also survive under different ownership.

The Trentonian was started in 1946 by strikers from the Trenton Times. The union sold the paper in 1949, and since 1961 it has been owned by the Ingersoll group.

The Colorado Springs strike paper was first named The Free Press. It was launched in 1947 by workers striking the Colorado Springs Gazette Telegram. The paper was sold in 1951 but was reacquired by the international union four years later. The ITU sold the daily a second time in 1970 to Las Vegas Sun Publisher H.M. Greenspun, who renamed it the Colorado Springs Sun. Having changed hands twice since then, the Sun is now owned by the Oklahoma Publishing Co. of Oklahoma City.

The Times Leader

District Manager Thomas Fostock restocks newsracks in Wilkes-Barre where competition is keen.

The Green Bay News-Chronicle was founded in 1972 by strikers from the Green Bay Press-Gazette. The local ITU members formed their own corporation, notes News-Chronicle Business Manager Clyde P. Baeten, who was one of the founding printers. In 1977, Brown County Publishing Corp. of Denmark, Wis., acquired a majority of the stock.

Two other strike papers remain under union control—the Citizens' Voice of Wilkes-Barre, Pa., and The Guardian Express of Welland, Ontario.

The Citizens' Voice was first published Oct. 9, 1978, by the Wilkes-Barre Council of Newspaper Unions after four local unions of the ITU, The Newspaper Guild and the Graphic Communications International Union struck The Times Leader in Wilkes-Barre.

Latest Audit Bureau of Circulations figures show a circulation of 46,049 for the Citizens' Voice, down from 48,410 a year earlier. Circulation of the Times Leader for the fourth quarter of 1984 was 45,115, according to the Certified Audit of Circulations, compared with 38,044 for the fourth quarter of 1983.

The tabloid Citizens' Voice has a staff of about 200 full-time and part-time employees, according to Managing Editor Paul Golias. It subscribes to United Press International and the Los Angeles Times-Washington Post News Service.

Last year, Citizens' Voice ITU employees received $332,800 in "special assistance" from the ITU, and for the fiscal year ending March 31, 1985, Guild members received $448,275 in strike benefits from the Guild's "defense fund."

David J. Eisen, director of research and information for the Guild, says that until recent years his union "as a general rule" did not attempt to put out a paper if the struck paper continued publication during the walkout.

As to whether the Citizens' Voice is making money, Managing Editor Golias says, "Let the fact that we're in [a] new building speak for itself." A year ago, the Citizens' Voice consolidated its operations, formerly located in two buildings, under one roof and installed a rebuilt, seven-unit Goss Urbanite press.

The 1984 annual report of Capital Cities Communications, owner of The Times Leader, says that the newspaper "continued to make steady business improvements in 1984, with a 17-percent increase in paid circulation and, by the end of the year, almost a 60-percent share of all advertising linage in the Wilkes-Barre market."

Richard L. Connor, publisher of the The Times Leader, reports that this year, for the first time since the strike began, the newspaper's losses will drop below $2 million.

In Ontario, The Guardian Express was started Nov. 3, 1982, by ITU members following a labor dispute with The Evening Tribune.

The ITU publication is a free-distribution, twice-a-week tabloid, although a $2 monthly "donation" is requested by carriers. The news content in the paper, which runs 24-32 pages per issue, is all local.

In addition to composing room employees, the ITU represented editorial, advertising, circulation and business office employees at the Tribune. The Guardian Express has a staff of 22.

In 1984, workers at the Guardian Express received $272,015 in "lockout" benefits from the ITU's strike fund. With those benefits, "the paper is now supporting itself," says Publisher Sterling E. Lund, who worked as a journeyman printer at the Tribune.

Lund says the biggest problem in starting a strike paper "is picking management people." It is difficult to "suddenly make managers," he says. On the other hand, "Equipment is easy to come by," he adds. Page negatives are shipped to an outside press for printing.

Lund puts the circulation of The Guardian Express at 25,100. ABC figures for the three months ending March 31, 1985, show Tribune daily paid circulation as 17,278, up 506 from a year earlier, but still below the 18,585 reported before the dispute.

CITIZENS' VOICE

Union paper is still in business in Wilkes-Barre.

Disappearing act. But for every strike paper that survives, there are several that don't.

In 1946, the ITU set up a subsidiary, Unitypo, to oversee strike papers. Financed by the members through special assessments, Unitypo by 1951 was operating subsidized papers called Daily News-Digests in Allentown, Pa., Meriden, Conn., Monroe, La., and Texarkana, Texas, following strikes against the established dailies in those cities. All of the struck dailies continued publication during the walkouts, and all four of the ITU papers had disappeared by 1955. The ITU's sale of the Colorado Springs Sun in 1970 marked the end of Unitypo.

"A great disappointment in my mind," says ITU Secretary-Treasurer Thomas W. Kopeck, "is that the labor movement did not rally to it [Unitypo]." He says he favored the Unitypo "philosophy," which was to serve as a means by which "defensive publicity" could be assured.

Several other, more recent strike papers also eventually ceased publication.

The Vallejo (Calif.) Independent Press, a tri-weekly started in 1978 by editorial and craft workers striking the Vallejo Times-Herald, published its last edition last August. Advertising losses were responsible for the closing, according to the former general manager.

The Pioneer, a tabloid thrice-weekly in Covington, Va., was started in 1981 by ITU members striking The Covington Virginian. The free-distribution union paper folded in July 1982 after the union was decertified as bargaining representative of the Virginian's employees.

In Puerto Rico, the Guild published an interim weekly called the San Juan Sun during a strike that began in October 1984 against The San Juan Star, but it was stopped when the strike ended this past March.

Although the primary objective of most strike papers is to put pressure on the struck paper, not to replace it, there is evidence that strike papers can be profitable.

For instance, the Federal Court of Canada recently ruled that the government cannot tax money paid to members of the Vancouver-New Westminster Newspaper Guild from profits of a strike paper published by unions in Vancouver.

The strike paper operated from November 1978 to June 1979 when The Province and The Sun of Vancouver were shut down by strikes.

During that time, the Guild local received $1,727,000 (Canadian) from the strike paper's profits. Members of the union received supplemental benefits ranging from $1,635 to $4,263 each during the same period.

Because union benefits paid out of a strike fund are not taxable, "the profits of a highly successful business remain tax exempt," the Canadian court said.

The ruling affected about 840 Guild members who collected benefits during the strike.

The government did not appeal the ruling.

Yet despite the fact that some strike papers have made money, the outlook for future strike papers is dim, according to David J. Winkworth, manager of the Publishers' Bureau of New Jersey Inc., which handles labor relations for newspaper clients. "The cost is prohibitive to the unions," he says. "It's unusual for merchants to support a strike paper because they have to protect the rates they pay to the established paper." ☐

A printer-turned-publisher says the biggest problem in starting a strike paper is picking managers.

Gerald Grotta

An educator with broad professional concerns

BY MARGARET GENOVESE
presstime staff writer

When they talk about professors in ivory towers, they are *not* talking about Gerald L. Grotta.

A full-time faculty member in the Department of Journalism at Texas Christian University, Grotta also has his own marketing research firm and often is a speaker at newspaper industry gatherings.

"He has one foot planted very firmly in the professional concerns and the other in academic and research concerns and is able to go back and forth between those two areas with ease," says former colleague Bob J. Carrell of the University of Oklahoma.

The two pursuits complement each other, Grotta explains. By talking to, and doing research with, industry leaders, he is able to bring back to the classroom the kind of cutting-edge information that will not show up in textbooks for years. "On the other hand," he says, "the classroom gives me the opportunity to do the kind of reading and thinking that I think helps me do a better job as a researcher and consultant."

Many colleges and universities frown on professors' moonlighting, preferring that they do scholarly research and writing. TCU is no exception, permitting faculty to devote only eight hours a week to commercial work.

So, while Douglas Ann Newsom, chairman of the TCU journalism department, supports Grotta's extracurricular activities, he is nonetheless restricted to the equivalent of one workday a week for those activities.

"Our only value is what we are worth in the marketplace," says Newsom, president of the Association for Education in Journalism and Mass Communication, the national journalism educators' organization. "In other words, each one of us should be able to walk out the door and go back into our profession, and we have to keep in touch."

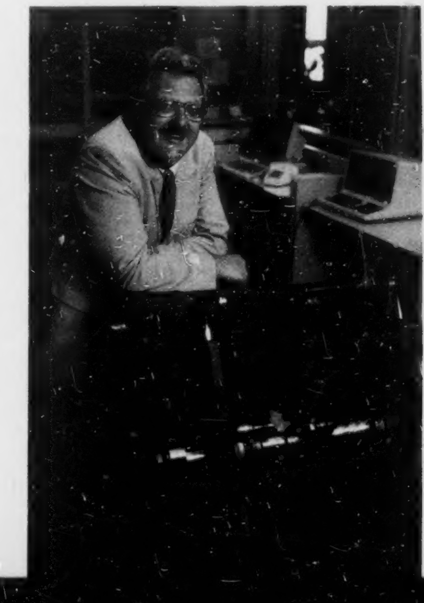
Prior to joining the faculty of the Fort Worth school in 1980, Grotta spent three years with RMH Research Inc., a subsidiary of Harte-Hanks Communications. As president of media research, he designed and conducted research projects for more than 100 newspapers.

Although Grotta enjoyed the work, he decided to return to academia, where he has spent most of his career, because he missed the "freedom to make mistakes." At a university, "it is possible to do things that might not work out," he explains. "In commercial research there usually is so much money involved, you tend not to get too experimental."

Grotta did not become interested in the research field until he was "forced" to take a research course to obtain his doctorate in journalism and economics from Southern Illinois University. Before that his focus was editing. After getting his master's degree in journalism from South Dakota State University, he was city editor of the Watertown (S.D.) Public Opinion; he spent summers in editorial positions on the Idaho State Journal in Pocatello while on the faculty of Idaho State University; and he was city editor for the Southern Illinoisan in Carbondale while pursuing his doctorate.

There also is newspaper back-shop experience in his background. His bachelor's degree, from South Dakota State, is in printing and agricultural journalism. He supported his family while getting the degree by working as a Linotype operator for a weekly newspaper.

After leaving Southern Illinois in 1974, Grotta went to the University of Oklahoma where he established its Journalism Research Center. He began his consulting work while on the faculty there.


Linda Kaye

As a teacher, Grotta has "incredible patience" and "excellent insights into what his students are interested in and what they need from him," says Gary R. Kromer, director of research for The Wilkes-Barre (Pa.) Times Leader, who was Grotta's graduate assistant at Oklahoma and subsequently worked with him at RMH Research.

Kromer describes his mentor as "laid back." At the same time, says Kromer and others, Grotta attacks his work—both academic and professional—with gusto. Grotta himself says that work is his primary leisure activity and that he is concentrating on learning "how to relax more." His graphic-designer wife, Alpha, works with him in his business.

"He has more enthusiasm than you would find in a teen-age youngster," says TCU journalism professor Frederick J. Raskopf about the 50-year-old Grotta, a grandfather and father of four children from a previous marriage. Adds Newsom: "When he gets excited about an idea, he's just kinetic; he sparkles."

The idea that currently gets Grotta charged up is curbing circulation "churn." Although he has not done any formal research in the area, he estimates close to 50 percent of the average newspaper's subscribers are involved in some kind of "stop/start" activity each year, and that just to stay even, the paper needs one "start" for every two subscriptions it already has. "We put all of the incentive in circulation on selling starts, which encourages churn," he observes.

By way of illustration, he recalls his own experience as a youngster growing up in Sioux Falls, S.D., and delivering the Minneapolis Tribune. He was a whiz at selling limited-term subscriptions during a carrier contest, but he didn't know how to service subscribers once he got them. Within six months, he says, he had "developed" a route with 100 subscribers into one with 50. That's still the way circulation is marketed by an overwhelming number of newspapers, says Grotta, who advocates a new approach—incentives for continuing subscribership.

His other vocation suffers from the same syndrome. "I think we do a lot of things in journalism education for the same reason we do a lot of things in the newspaper business—because we've always done it that way," he says. There has been some progress, he says, but "we have a long way to go . . . to make journalism education more relevant to the media as they are today." ☐

ESSAY

To cover education, get close

BY DONALD FRY

Education involves two of the three favorite subjects of readers—animals, children and money—so one might expect newspapers to cover it expertly and thoroughly. Unfortunately, the traditional structures of newspapers and reporting practice seldom mesh with the shapes of education.

Put simply, news coverage remains event-oriented, while education devotes itself to development. Melvin Mencher, professor at the Columbia University Graduate School of Journalism, defines news as "information about a break from the normal flow of events, an interruption in the expected." But instruction assumes an orderly flow of cumulative routine procedures conducted in an atmosphere which avoids interruption.

Donald Fry

Editors typically assign "schools" to beginners, or to cub reporters who have just worked their way up from "night cops." And reporters typically cover education the way journalism schools taught them to gather news—by focusing on events, mostly school board meetings. The reporter struggles to stay awake and hopes the assignment will end soon. There lies the flip side of the problem: By the time a reporter begins to learn something about schools, the beat changes.

Desk editors compound the problem by rejecting story ideas that attempt to capture the slow pace of educational developments. David Bednarek, education reporter for The Milwaukee Journal, says: "Education stories move slowly, and editors tend to think they've seen this story before." Trend stories do tend to look alike when the trend extends over years and decades.

Bednarek believes newspapers fail to cover the major education story of our time: integration. Integration succeeds at an almost generational pace, but news focuses on the conflicts between interested groups. Even those conflicts lose their drama by repeated coverage of similar confrontations. Students' getting along with one another in a classroom just doesn't look like news.

Newspapers also tend to overlook other aspects of education because they seem too large and amorphous or move glacially. Curriculum and basic requirements evolve over time. Educator Clark Kerr once quipped that it is easier to move a cemetery than change a curriculum.

To understand education, the reporter has to get inside the living whale and look around. But getting deep inside may not prove easy, and the observer may see little newsworthy there. The responsible reporter needs to touch base with the officials up front, such as the college president or the superintendent of schools, but they seldom provide useful paths.

John Wheeler, who teaches English and journalism at Lyons Township High School in LaGrange, Ill., advises asking the principal to name the five most creative teachers in the school. They might not tell you what you want, but they know who will tell you.

Wheeler says that most reporters fail to understand a school by not spending enough time there. Being whisked through on the arm of an assistant principal does not lend itself to coverage in depth. He advises lurking in the cafeteria and the parking lot, and standing beside open hallway doors, listening to classes. "That's the secret; you've got to hang out there."

My own university experience suggests that reporters have an unfortunate tendency to depend on faculty statesmen, usually professors who reliably come up with colorful quotes. The Milwaukee Journal's Bednarek agrees, avoiding spokesmen who "sometimes didn't know what they were talking about, although they said it very nicely."

Everyone would agree that reporters should observe classes, but the very familiarity of the classroom makes it difficult to see anything. Sixteen years of schooling conditions us to sit still and watch the teacher, while the action goes on elsewhere. Tom French, a feature writer for the St. Petersburg Times, sampled reading classes of Melinda Galaher, a first-grade reading teacher, over the course of a school year. Confessing that he sometimes had trouble staying awake on his former courts beat, he said he found classes "easy in terms of seeing things, because so much was going on." He focused on a few students and watched them intently, especially their facial expressions.

French studied how their mouths formed certain words, saw how they kept their place on the page with a finger and listened to their stumbling pronunciations. He confirmed his inferences about the students' inner lives by asking them gentle questions. He paid attention to what the students said to each other, and to their physical and emotional interactions. And he consulted with parents about home situations that might account for classroom performance. The reporter tested his observations on Galaher because he felt he "had to be accurate to maintain his credibility with her."

French wrote a brilliant series of articles, providing deep insights into teaching, this teacher, and the joys and problems of one St. Petersburg classroom. As he put it, "I just let myself be led by my own curiosity."

Short of cloning Tom French, how can publishers and editors overcome the inherent barriers to covering education with depth and precision? The following tips come from some of the best practitioners in the field:

- Treat education as a prestigious beat and assign a first-rate reporter to it for an extended period. Give that reporter latitude.
- Provide helpful research materials, including books and subscriptions to periodicals.
- Support the writer with a membership in the Education Writers Association.
- Believe in the reader's interest in and need for information about this vital area. Remember Professor Mencher's second traditional definition of news as "information people need to make rational decisions about their lives." ☐

Dr. Fry served for 18 years as an English professor and administrator at the University of Virginia and at the State University of New York at Stony Brook. He is now an associate director of The Poynter Institute for Media Studies in St. Petersburg, where he teaches writing.

REGULATIONS

Ink firms grapple with rule on cancer-warning label

The federal "hazard communication" standard is posing a serious challenge for ink manufacturers and the newspaper business.

The challenge is whether:

- To continue using the current formulas for news inks—which, according to one ink company executive, will require putting a warning label on a significant proportion of the inks indicating that the oil contained in them is a potential carcinogen; or
- To change to a somewhat more expensive oil that will not require a cancer warning.

And the challenge is one with a deadline. Under the standard, published in final form Nov. 25, 1983, materials determined to be hazardous must be labeled by Nov. 25 of this year.

ANPA was expected to issue an "Environmental Alert" on the matter in late August.

Of the four major suppliers of ink to the newspaper business, two declined to comment to **presstime** on the situation at any length.

Beyond stating that his company intends to comply with the law, Robert H. Flint, president of Flint Ink Corp., said he had no comment until ANPA reports on the situation to its membership.

Massie E. Odiotti, vice president of Sun Chemical Corp. and head of its General Printing Ink division, said it was "too premature" to comment. "Until we know how our raw material suppliers will be classifying our various raw materials, we are not in any position to say how we are going to label yet."

However, officials at J.M. Huber Corp. and U.S. Printing Ink were willing to talk in some detail about the effect of the regulation.

"If we [the ink industry] were to say, 'We are just going to market the current products,' I think it is highly probable we would have carcinogen labels on them," said Gerald A. Lessells, manager of environmental services for J.M. Huber's Printing Ink Division.

Commenting in late August, Lessells added that it would not be known for certain for several more weeks because companies making ingredients that are used in ink manufacture have not provided all information to the ink manufacturers. Like the ink companies, the oil companies also have until Nov. 25 to label their products.

"If the oil companies put cancer warning labels on their products, we are going to have to follow suit," said U.S. Printing Ink President Ronald C. Baker. However, he added, there are oils that will not require labels, and they will be available to the trade by that date [Nov. 25]."

Both ink company executives said there was no risk involved in using the inks as currently formulated.

"We don't really feel there is risk for the pressman if he has the proper personal [protective] equipment and training," said Lessells.

Baker said, "We don't believe there is any risk [with] our products. We don't think there is any documented proof that ink has ever caused any kind of cancer."

IARC monograph. Then why the labeling question?

In its hazard communication standard, the U.S. Occupational Safety and Health Administration requires chemical manufacturers to assess the hazards of the chemicals they produce, then make sure that each container of a product with a hazardous chemical is appropriately labeled. The rule also requires manufacturers to develop "material safety data sheets" providing additional information to employees on the hazard involved [**presstime**, March 1985, p. 27].

> *"We don't think there is any documented proof that ink has ever caused any kind of cancer."*

Users of these chemicals, such as newspapers, must establish a hazard communication program that includes training employees in the safe use of the chemicals.

OSHA tells manufacturers that in assessing the hazards of chemicals they should treat three sources as authoritative that a chemical is a carcinogen or potential carcinogen. One of those sources is the International Agency for Research on Cancer Monographs. The monographs contain IARC's evaluations of the carcinogenicity of chemicals, based on a review of scientific literature.

In April 1984, IARC issued a monograph evaluating mineral oils, along with a number of other "polynuclear aromatic compounds." It said there was "sufficient" evidence to conclude that certain classes of these oils cause cancer in laboratory animals.

Oil is used in ink as a "binder" or "varnish" to hold the dry pigment on the surface of the paper. Under the OSHA standard, any mixture that contains 0.1 percent of a component considered a carcinogen must itself be considered to present a carcinogenic hazard.

"Certainly, there would be a significant proportion of news inks on the market now that contain oils in an IARC category that would require a carcinogen label after Nov. 25," said Huber's Lessells.

Other oils examined by IARC would not require labeling, he pointed out. But these more highly processed oils are "significantly more expensive" than the oils now being used for the news inks, he said.

Developmental work is going on now, Lessells added, to come up with an ink that would have all the properties, such as runability on the press, of the current inks but without the same oil ingredients of the current inks.

While Lessells said he was confident that the ink industry would be able to come up with a new, competitive formula, both he and U.S. Printing Ink's Baker said the decision on whether to make news inks using the more highly processed oils will be one dictated by their customers.

Representatives of ink companies met in August with a special task force from ANPA's Technical Committee to discuss the situation.

Both ink company executives also said there would be problems for their companies if newspapers split on whether to switch or to stay with the current formula.

Baker said U.S. Printing Ink "can make two kinds" of inks using two kinds of oils but "not without internal problems." Lessells said he could not state that Huber would make only one kind of ink, but he added that the difficulties for his firm in producing two kinds of ink appeared "insuperable." Because of ink's viscosity and its tendency to cling to storage tanks, it would be necessary to have two sets of equipment so as not to contaminate the ink produced with the more highly processed oil, he explained.

Adding to the uncertainty is a controversy in the oil refining business over processing methods—"hydrotreating" and "solvent refining"—and how to tell if an oil has been processed sufficiently to no longer be considered carcinogenic, according to a July 17 article in Chemical Week magazine.

While most concern has centered on the possibility that ink will carry a cancer-hazard warning, ink also is expected to bear warnings covering other types of hazards as a result of their chemical components.

Other products. Ink is by no means the only material used by newspapers that will require a warning label of some type.

Anchor/LithKemKo, for example, will be putting a cancer warning on some of its products, according to Albert R. Materazzi, a consultant to the company.

"Some preparations required by the newspaper industry, such as gum solution (contained in wipe-on chemicals for plate developing), require a preservative," he said. "These preservatives are normally fungicides or bacteriocides and some can be, in excessive concentrations, carcinogens. Because of this, the material safety data sheet will have to note this if they are present in concentrations of 0.1 percent or more, even though these are well below the 'threshold limiting values' established by OSHA."

The company has produced training films for newspapers' use and also has established a 24-hours-a-day hotline to respond to calls from medical personnel for further information on its products.

NDI Chemical Co., the manufacturing subsidiary of New England Newspaper Supply Co., has not changed warning labels on its solvents in anticipation of the hazard communication standard, but material safety data sheets are being expanded, according to Frederick H. Eichler, vice president in charge of research and development. The new ones contain "more information about ingredients, and we're dispensing a little more information on hazards and first aid," he said.

Another solvent company, Ryco Graphic Manufacturing Inc., is grappling with the question of how much information about ingredients it must put on container labels.

According to Edward Toliopoulous, purchasing agent, the company will list the components on safety sheets made available to employees—but for competitive reasons would prefer not to put them on the label.

"As of now, we have not elected to list every component by itself on the label," he said. But by Nov. 25, "We don't know where we are going to come out."

—Margaret Genovese

Manual being distributed on compliance with rule

A manual to help newspapers comply with the Occupational Safety and Health Administration's hazard communication standard will be available from ANPA this month.

Compiled by the ANPA environmental services staff, the federal Hazard Communication Standard Compliance Package, or "Hazpak," includes information on developing a hazard communication program, record keeping, employee training and educational materials, container labeling, contractor notification procedures, and services available from ANPA. Newspapers must be in full compliance with the standard by May 25, 1986.

Each ANPA-member newspaper will receive one copy of Hazpak free of charge. Additional copies may be purchased from the Association for $25.

ANPA also has assisted in the production of an audiovisual program designed to give newspaper employees preliminary training required by the standard. It is available for $325 plus $7.50 for shipping and handling from Industrial Training Systems Corp., 11260 Roger Bacon Drive, Suite 201, Reston, Va. 22090. Multi-copy discounts are available.

REGULATORY NOTES

- The U.S. Environmental Protection Agency July 17 issued its final rule on use of **polychlorinated biphenyls in electrical transformers** [presstime, Dec. 1984, p. 34].

By Dec. 1, owners of existing PCB transformers must register them with local fire departments and owners of nearby buildings, must mark the outside of the transformers as containing PCBs and must remove combustible materials from around them.

With regard to PCB transformers in or near commercial buildings, the rule bans further installation after Oct. 1, requires that existing "higher secondary voltage network" PCB transformers be removed within five years and that additional electrical protection devices be installed in certain other kinds of PCB transformers within the same period.

Because they include offices, newspaper plants are considered to be commercial buildings, according to Denise M. Keehner, chief of the regulatory section of EPA's chemical regulation branch.

- The Federal Communications Commission Aug. 7 voted 4-0 to adopt a report concluding that the **"fairness doctrine"** no longer serves the public interest.

However, the commission did not resolve the question of whether it has the authority to eliminate the doctrine, which requires broadcasters to cover issues of public importance and to provide reasonable opportunity for the presentation of contrasting viewpoints [presstime, Nov. 1985, p. 35]. Instead, it decided to turn over to Congress the record it compiled on why the requirements are no longer necessary.

- The FCC overturned a 1983 Nebraska Public Service Commission order requiring that Cox Cable Communications seek common-carrier certification for **voice and data transmission services** it planned to offer over cable-TV lines in Omaha.

Cox Cable had asked the commission to rule that its authority pre-empts state and local regulation. ANPA had urged commission action on the issue to ensure that electronic publishing services were not subject to state regulation, according to Kathleen Criner, ANPA director/telecommunications affairs [presstime, Nov. 1984, p. 37].

COURTS

Judge says paper did not violate antitrust law

A federal magistrate has ruled in favor of a twice-weekly newspaper in Mississippi in an antitrust suit brought by the publisher of a now-defunct daily paper.

The Peoples' Press Inc. of Yazoo City had alleged that the Yazoo Publishing Co., publisher of The Yazoo Herald, violated federal antitrust law, and that the anticompetitive practices resulted in the closing of Peoples' Press and a shopper.

Peoples' Press charged the practices, including predatory pricing, began in 1980 when the Herald went from five- to two-days-a-week publication and began publishing a shopper. In the same year, Peoples' Press converted from three- to five-days-a-week publication.

"At most the evidence produced by the plaintiff was that defendants sought to match the competition of Peoples' Press and to protect their investment in the Yazoo Herald," said Magistrate John R. Countiss in his July 23 opinion.

The death of the Peoples' Press in 1982 was "a direct result of its own actions," Countiss said. "It was plaintiff's pricing practices and its conversion to a daily paper, not the rate reductions by the Herald, which precipitated the failure of the Peoples' Press," he said.

James R. Mozingo, attorney for Peoples' Press, said he expects his client to appeal.

Yazoo Publishing Co. is owned by Commmercial Printing Co., which also owns two daily newspapers—the Pine Bluff (Ark.) Commercial and the Daily Siftings Herald in Arkadelphia, Ark.

Two other newspaper antitrust cases have been settled out of court. They are:

- The suit brought against The Indiana (Pa.) Gazette by John T. Lockmonic, publisher of a shopper called The Little Dealer. The Gazette also had been the subject of a U.S. Justice Department inquiry, which was terminated last year [**presstime**, June 1984, p. 35].
- The suit brought against the Ogden (Utah) Standard-Examiner by Clipper Publishing Co. Inc. of Bountiful [**presstime**, Dec. 1984, p. 32]. Clipper, publisher of weeklies and shoppers, had claimed federal antitrust violations by the Standard-Examiner in connection with the daily's total-market-coverage publication. ☐

COURT BRIEFS

- U.S. District Judge Gene Carter June 17 denied a request by three individuals to have their antitrust suit against the Daily Sun of Lewiston, Maine, certified as a "class" action.

The individuals, current or former subscribers of the newspaper, alleged the inclusion of a new Sunday edition in the weekly home-delivery subscription service was an illegal **tying arrangement** [**presstime**, Jan. 1985, p. 40]. They had sought to include as plaintiffs all of the newspaper's subscribers.

- A federal judge has upheld a news syndicate's **territorial exclusivity** pact, saying such agreements are "the custom" of the newspaper and broadcast industries.

"In the end, such exclusive subscriptions result in each interested area newspaper contracting with a different service, thus guaranteeing that the reading public has access to a wider variety of news reporting and opinions," said U.S. District Judge Stanley S. Brotman of Camden, N.J., while ruling in favor of the Los Angeles Times-Washington Post News Service in a case brought by The Gloucester County Times of Woodbury, N.J.

- ANPA has joined in filing a friend-of-the-court brief in *Philadelphia Newspapers Inc. v. Hepps*, pending before the U.S. Supreme Court [**presstime**, Aug. 1985, p. 34]. The brief supports the position that the **burden of proof in a libel case** is on the plaintiff to show that the statement at issue is false.

- After a second trial, Carla Cantor, a reporter for the Morristown (N.J.) Daily Record, again has been found guilty by the Kenilworth, N.J., Municipal Court of **impersonating a government official.**

Cantor had been accused of posing as a morgue official to obtain interviews with the family of a murder victim [**presstime**, March 1985, p. 37]. Cantor has filed an appeal in Union County Superior Court.

- U.S. District Judge Charles E. Stewart Jr. Aug. 6 sentenced former Wall Street Journal reporter **R. Foster Winans** to spend 18 months in prison and to pay a $5,000 fine after finding him guilty of conspiracy, securities fraud and mail and wire fraud [**presstime**, Nov. 1984, p. 34].

- A court order barring The Fresno (Calif.) Bee from publishing stories based on a report summarizing a grand jury investigation was lifted July 17 by a Fresno County Superior Court judge. The Bee had ignored the **temporary restraining order,** issued by another superior court judge, and published a story based on the report anyway.

LEGISLATION

Smokeless tobacco ad rule called 'intrusive'

ANPA has expressed concern to a congressional subcommittee about a bill to require health warning messages in advertising for smokeless tobacco products.

HR 2950 would require that all smokeless tobacco advertising contain one of three specific warning statements. The Federal Trade Commission would develop a system for rotating the messages.

Under the bill, the warnings would have to appear in print advertisements in "a conspicuous location and in conspicuous and legible type in contrast by typography, layout and color with all other printed material in the advertisement." The bill also would require the statements to be within a circle and arrow format.

In an Aug. 5 statement to the House Subcommittee on Health and the Environment, ANPA said the bill "proposes another expansion of governmental control over the commercial speech of advertisers and, indirectly, over the newspapers printing that speech."

The Association said the requirement for color in the advertising is "especially intrusive."

The subcommittee held a hearing on the bill July 26. No further action has been scheduled. ☐

Senate OKs ad bill

The Senate July 26 passed a Federal Trade Commission reauthorization bill that would prohibit the agency from promulgating industry-wide rules regulating advertising on the basis of unfairness [**presstime**, June 1985, p. 55]. The House of Representatives has not yet acted. ☐

Ready to grow in the color flyer/insert market? Color King does it all!

The Application:
Color King is *the* proven tubular press with superior quality color reproduction capabilities that are ideally suited for the production of flyer/inserts in either heat set or non-heat set.

The Press
Color King's versatility, printability and productivity are a function of:

- High-strength plate and blanket cylinders with bearers
- Uniform ink and water control
- Precise color/register control
- Sequential, pneumatic control of all press functions

Today's Color King is the culmination of more than 20 years experience in design and manufacture. Color King is a proven product with known performance.

The Economic Justification
Sure...the Color King is capital equipment, but it can be an excellent, cost-effective press. We can show you quickly how to stack up profits fast with an up-front economic advantage. Call or write today for literature and complete details.

A wholly owned
subsidiary of
Publishers Equipment Corporation

**KING PRESS
Corporation**

P.O. Box 21, 13th & Maiden Lane, Joplin, MO 64802-0021, Telephone 417-781-3700, Cable AMTYKING—Joplin, Telex 436485 AMERKING JPL

Postal funding picture brightens

Congress has taken steps that could result in good news for newspapers in terms of second-class mail rates.

The House and Senate agreed on a fiscal 1986 budget resolution calling for $748 million for the "preferred" mail subsidy, which benefits newspapers mailed to destinations within the county of publication and those with fewer than 5,000 copies sent outside the county.

Such a level of "revenue forgone" funding is about $120 million shy of an amount that would allow second-class rates to remain at existing levels. But it is $648 million more than what the Senate earlier had proposed [**presstime**, July 1985, p. 57].

Some observers had predicted that Congress, strongly pressured to curb mounting federal deficits this year, would allocate no or very little revenue forgone money for the fiscal year starting Oct. 1.

The improved outlook continued in the next step of the federal spending process.

The House in early August passed an appropriations bill including $922 million for the preferred-mail subsidy. In late August, there was a proposal in the Senate to appropriate $801 million. There was no schedule for a full Senate vote.

The appropriations bill before the Senate contains a proposal to limit sharply the eligiblity for in-county rates—including daily newspapers' second class, total-market-coverage programs.

The proposal, supported by the National Newspaper Association, would limit the in-county rate to publications whose primary circulation is within the county of mailing.

Tonda F. Rush, ANPA counsel/government affairs, said it could adversely affect metropolitan newspapers that distribute heavily in multi-county areas. ☐

ANPA says its plan would have netted postal surplus

The U.S. Postal Service could have accumulated a big surplus this year instead of a big deficit had it followed ANPA's recommendations for "fair and equitable" postal rates, according to the Association.

"If the higher rates for third-class bulk regular rate mail recommended last year by ANPA had been adopted, the Postal Service could have been projecting a $300-million surplus instead of the $500-million deficit" predicted for the fiscal year ending Sept. 30, said Jerry W. Friedheim, ANPA executive vice president and general manager.

ANPA said its finding was supported by results of the mail-speed survey it conducted recently. The survey showed little difference in delivery time between first- and third-class mail, despite a big difference in cost [**presstime**, Aug. 1985, p. 38].

ANPA said USPS lost nearly $1 billion over the past five years by not collecting postage for all pieces in shared-mail packages—in which two or more ad circulars are combined to form one postal piece. ☐

New rules proposed for 2nd-class TMC

The Postal Rate Commission's Office of the Consumer Advocate, supported by the U.S. Postal Service and third-class mail interests including Advo-System Inc., has suggested new regulations for newspapers' total-market-coverage programs mailed second-class.

The recommendations are contained in a proposal to settle Advo's complaint at the commission against second-class TMC programs [**presstime**, Aug. 1985, p. 39]. Advo is a major competitor of newspapers for the business of distributing advertising preprints.

Among the suggested new rules for the TMC publications, also known as "Plus" issues, are sharp limits on use of in-county rates and a new requirement for a minimum 25-percent editorial content.

ANPA in late August was preparing comments opposing the proposed settlement terms. ☐

ANPA names chairman

Sandra C. Hardy, director and corporate vice president of Calkins Newspapers, Levittown, Pa., has been named chairman of the ANPA Postal Committee.

Hardy was appointed by ANPA Chairman and President Richard J.V. Johnson to succeed W. Gilbert Faulk Jr., who resigned as vice president/legal of Dow Jones & Co. to pursue other business interests. ☐

AT&T unit quits real estate listing project

AT&T Information Systems plans to withdraw early next year from an electronic real estate listing service that it has helped operate since last fall under an agreement with the Monmouth (N.J.) County Board of Realtors.

The costs of running the project are too high to set a price acceptable to a broad base of customers, said Mari McKean, the company's district manager for media relations.

At the same time, McKean said the project demonstrated the "need for this kind of information in the real estate market." She said the AT&T subsidiary is "exploring other real estate applications" for electronic technologies but declined to be more specific.

The decision to withdraw from Monmouth County was effected by an extensive cost-cutting program and a hard look at various projects' financial returns, McKean said. She added that no attempts are being made to sell the service.

When the company's original plans came to light last spring, some newspaper executives expressed concern about potential adverse effects on real estate advertising [**presstime**, May 1985, p. 47]. ☐

Viewtron announces additional expansions

Viewtron videotex service is expected to be available in October to Commodore, Apple II and IBM personal computer owners in most U.S. cities.

Viewdata Corp. of America, the Knight-Ridder Newspapers Inc. subsidiary that runs the videotex service, also said Viewtron and a Pittsburgh bank will begin offering this fall an electronic banking service.

Each of the recently announced ventures—and an earlier announced move into the Minneapolis and St. Paul market [**presstime**, Aug. 1985, p. 40]—depends on reception of Viewtron through a customer's personal computer. The approach underscores Viewtron's increasing emphasis on PCs rather than the dedicated terminals originally required.

Viewdata officials said the expanded offerings require a relatively small additional investment by the company. ☐

Licensing issue reaches Inter-American court

A number of press groups are filing friend-of-the-court briefs with the Inter-American Court of Human Rights in opposition to the licensing of journalists. Many believe a case now before that body may have far-reaching implications for press freedom in the Western Hemisphere, and perhaps elsewhere in the world.

"This is the first time an international court has considered the press freedom aspects of licensing journalists," said Dana Bullen, executive director of the Reston, Va.-based World Press Freedom Committee. In many ways, it's like the Zenger case," which in 1735 established the principle that truth is a defense in libel litigation.

"It's the single most important issue that's been in front of us for a long time," said William P. Williamson, executive director of the Inter American Press Association, which has headquarters in Miami. "Our whole philosophy of freedom of expression is connected to this."

At issue is the validity of quasi-governmental bodies called "colegios"—groups of journalists who have legal rights to set criteria on who may practice journalism in their countries.

Colegios now exist in at least 13 Latin American countries: Brazil, Bolivia, Chile, Colombia, Costa Rica, Ecuador, Guatamala, Haiti, Honduras, Panama, Peru, Venezuela and the Dominican Republic.

New York lawyer and First Amendment expert Floyd Abrams commented: "On a world scale, it [licensing by colegios] seems to me to violate the fundamental principles of human rights.

"The effect of empowering a group to determine who may serve as a journalist or editor is anathema to the concept of a free and autonomous press," said Abrams, who is preparing an amicus brief on behalf of the Lawyers Committee for Human Rights, the Committee to Protect Journalists and America's Watch, all New York-based public-interest groups.

The issue before the Inter-American Court of Human Rights grows out of the case of an American convicted of practicing journalism in Costa Rica without a license because he did not have a journalism degree from the University of Costa Rica—one of the criteria set by that country's colegio. In late 1984, journalist Stephen B. Schmidt lost his appeal to the Inter-American Commission on Human Rights, which refused to send the case to the Court of Human Rights [presstime, Jan. 1985, p. 47].

Subsequently, the issue was sent to that court by the government of Costa Rica, which as a member of the Organization of American States has the right to seek an advisory opinion.

According to the court's secretary, Charles D. Moyer, the case will be heard in two parts:

- On Sept. 5, the court will hold a public hearing on whether the Costa Rican law involved is compatible with the 1978 American Human Rights Convention, which established both the commission and the court.
- In November, the court will consider "the whole general question of the compulsory membership of journalists in a professional organization."

Three groups have been invited to speak at the September hearing: the Inter American Press Association, the Costa Rican government and its Colegio de Periodistas.

An amicus brief filed by ANPA and the American Society of Newspaper Editors focuses on the conflict between Costa Rica's colegio and freedoms granted by the American Human Rights Convention.

"Journalism involves the seeking and imparting of information, which is a human right extended to all persons by Article 13 of the Convention," says the ANPA brief, which maintains that in setting criteria for journalists, the colegio imposes "prior censorship" and takes this right away.

Another brief will be filed on behalf of the WPFC, International Press Institute, The Newspaper Guild and the International Association of Broadcasting.

Richard M. Schmidt Jr., a member of the Washington, D.C., law firm of Cohn and Marks, which is preparing the brief, said it will stress the impact of the Inter-American court's ruling beyond the Western Hemisphere.

"The court's decision will have an important effect in other countries where Article 19 of the Universal Declaration of Human Rights would provide the identical protection for free speech and press," Schmidt said.

Advisory opinions of the court are not binding, but in the past few years, its decisions have been followed by the affected countries.

The court's seven judges are elected by member governments of the Organization of American States. Judges scheduled to hear this case are from Honduras, Costa Rica, Colombia, Venezuela, Peru, Jamaica and the United States. *—Marcia Ruth*

WORLD PRESS NOTES

- The Lebanese operations manager of ABC News was **released five days after his kidnapping** Aug. 3 by unidentified gunmen in Beirut. Shakib Humaidan, who has worked with the company 17 years, was abducted from his chauffeur-driven car on the way to the airport and a flight to the United States for a medical checkup.

Three journalists are still being held by terrorists in Lebanon, the latest a photographer for Sipa, a French photo agency, who disappeared June 28 [presstime, July 1985, p. 57].

- The editor of an English-language newspaper critical of the Philippine government was found **shot to death** in his car Aug. 20. According to the country's National Press Club, Joselito Paloma is the 11th Filipino journalist slain this year [presstime, July 1985, p. 57].

- After a one-day **journalists' blackout** of radio and television news, the British Broadcasting System agreed to air a documentary on Northern Ireland, which some government officials had claimed would encourage terrorism.

- The owner, publisher and three reporters of an Athens newspaper received **sentences of from six to nine years for libel.** At issue was publication of police documents listing possible members of the "November 17" terrorist organization, which took responsibility for killing an American CIA official and U.S. Navy captain, and for other assassinations in Greece.

- Executives of ANPA-member newspapers are eligible to attend the **13th Management and Marketing Symposium** of the International Federation of Newspaper Publishers [FIEJ] Oct. 24-25 in Brussels, Belgium.

Titled "Newspapers: Prospects for Growth," the symposium will feature more than 20 speakers from nine countries addressing editorial, advertising, circulation and promotion strategies, as well as electronic technology.

Registration forms, which are due Sept. 15, are available from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center, Reston, Va.

SNPA blasts idea to reduce print media's accrediting role

A proposal to cut deeply into the voting representation of print media organizations on the journalism school accrediting body has drawn fire from newspaper organizations.

The Southern Newspaper Publishers Association Board of Directors Aug. 8 unanimously passed a motion expressing "strong opposition" to the proposed restructuring of the voting system of the Accrediting Council on Education in Journalism and Mass Communications.

Under the proposal, print media (news-editorial) organizations would be limited to four voting representatives [presstime, June 1985, p. 69]. Currently, there are 10 such print media organizations with membership in ACEJMC, and each has a vote.

"In our opinion, the one-person, one-vote rule should remain in effect," said SNPA President Ruth S. Holmberg, publisher of The Chattanooga (Tenn.) Times, in an Aug. 14 letter to ACEJMC President Joseph W. Shoquist.

"Nothing that would alter this voting structure should be used to address ACEJMC's problems," Holmberg wrote.

Shoquist, who is managing editor-special projects of The Milwaukee Journal, told presstime he also has received "strong expressions of concern" from members of the American Society of Newspaper Editors.

And as the accrediting council's representative from the Associated Press Managing Editors Association, Shoquist said he, too, is "concerned that we not undermine the newspaper role" in ACEJMC.

Newspapers and newspaper organizations have been "significant" contributors to the council through their financial support and their interest in its activities, Shoquist noted. "It isn't logical to suddenly disenfranchise those organizations that have supported the council so well," he said.

At the same time, he noted "that the council has a lot of newspaper representatives on it, and it is the council that will be deciding its own fate." It is "unlikely," he added, that the proposal will be approved in its present form.

The proposal was made last May by a committee Shoquist named to re-examine the council's structure in light of some criticism that newspaper organizations are overrepresented. The plan will be discussed when ACEJMC meets Oct. 19 in Chicago.

The restructuring committee is headed by Billy I. Ross, chairman of the Department of Mass Communications at Texas Tech University.

In another ACEJMC development, Susanne Shaw, a former newspaper editor and publisher, has been named the council's executive director, a part-time position.

Shaw is general manager and news adviser of the University Daily Kansan and director of professional development at the William Allen White School of Journalism at the University of Kansas. Prior to that, she was editor and publisher of The Coffeyville (Kan.) Journal. She also has taught journalism at the University of Kansas.

Shaw will assume her new duties in January, succeeding Roger A. Gafke, vice chancellor for development, alumni and university relations at the University of Missouri, who resigned. The change means that the ACEJMC office will move from the University of Missouri to the University of Kansas in Lawrence. ☐

presstime sets new educator subscription rate

Just in time for the start of the school year, presstime has announced a bulk subscription-rate policy for journalism educators.

Under the new policy, 10 or more subscriptions mailed to the same address will be $25 per annual subscription, which is one-fourth the regular non-ANPA-member price of $100 and half the special educator rate of $50.

"Educators' response to presstime has been very enthusiastic," said Editor James E. Donahue. "We are taking this step as a means of allowing more of them to subscribe."

Donahue noted that ANPA continues to provide two complimentary presstime subscriptions to each journalism school or department. One goes to the head of the journalism program and the other to the journalism library.

For more information or to order, contact Mary Oran at presstime, The Newspaper Center, Reston, Va. ☐

J-school administrators offer consulting program, plan new magazine

The national organization of journalism school administrators has established a new program in which it will provide consultants to schools seeking to improve their programs.

It also plans to publish a magazine.

The executive committee of the American Society of Journalism School Administrators finalized details of the consulting program at a meeting during the August convention in Memphis of the Association for Education in Journalism and Mass Communication.

"It is very much a supplementary and supporting activity" to the work of the Accrediting Council on Education in Journalism and Mass Communications, said Kenneth Starck, director of the School of Journalism and Mass Communication at the University of Iowa, an accredited school.

Starck said schools will choose a consultant from volunteers from the 175-member ASJSA. Schools will be required to pay travel and other expenses.

H.W. Norton Jr., chairman of the Department of Journalism at the University of Mississippi, was named to head a committee to plan a budget for the new ASJSA magazine and search for an editor. The first issue of the magazine, expected to be published no more than quarterly, will appear within a year.

AEJMC also has publication plans. Its executive committee in August decided to redesign its four publications: Journalism Abstracts, Journalism Educator, Journalism Monographs and Journalism Quarterly.

Meanwhile, at the AEJMC convention, the organization passed resolutions supporting high school journalism courses, the Committee to Protect Journalists, its job/scholarship referral service for minorities run by Howard University and its summer internship program for minorities run by the Institute for Afro-American Studies at New York University.

Leonard W. Lanfranco, executive director of both AEJMC and ASJSA, will leave those organizations this month to become the executive director of the Oregon Newspaper Publishers Association. Jennifer H. McGill, Lanfranco's administrative assistant, will be interim executive director while a successor is sought. The organizations' headquarters are on the campus of the University of South Carolina in Columbia. ☐

New course builds expertise in database searches

A new course at the University of Missouri School of Journalism is giving students practical skills needed to retrieve information from electronic databases.

"I think it's only a matter of time until database-searching capabilities will be a feature most newspapers won't be able to do without. The information out there is just too vital," says Donald J. Brenner, associate dean for graduate studies and research, explaining why the course was launched last January.

The course is being taught under an agreement between the university's journalism and library schools.

In an introductory lecture, instructor MaryEllen Sievert used a favorite demonstration to illustrate advantages of database searching. She showed students how to find the longest article ever printed in The New York Times—a task that takes only a moment using a simple search strategy.

"For a few years, the longest article was a sports story," says Sievert, a member of the Library and Informational Science School faculty. "But the last time I checked, it was an article on Cambodian refugees."

Length of an article may be irrelevant in most information-gathering projects. However, the point of Sievert's demonstration was not lost on the journalism students. "When they realize a similar search technique can be applied in finding information on just about any given subject, they want to know more," she notes.

Sievert explains that databases are made up of information from a multitude of sources such as newspapers, magazines, journals and newsletters. Database vendors contract for the material either directly from a newspaper or other media outlet, or from middleman suppliers.

Vendors market the information to subscribers who pay for time spent "online" with the database. To gain access to the database, users need a computer terminal equipped with a modem, the proper software, a phone line and an access code.

Costs vary. The three systems used in the University of Missouri course charge reduced educational rates.

Students enrolled in it have shown a variety of interests in their hands-on training—from researching libel cases to the military-media relationship.

"I think just being aware of the capabilities will make me more knowledgeable and will force my reporters to be more thorough in their research," says Stan Abbott, former executive editor of the Anchorage Daily News, who sat in on the course. "I can say, 'Have you checked this possibility yet?' And if they haven't, I'll ask, 'Why not?' "

Iranian journalist Manouchehr Hosseinzadeh, a doctoral candidate, observes that the advent of the "information age" raises concerns about information control in political, sociological, economic and legal terms. "How will this technology affect the relationship between nations with access to the information and those who don't?" he asks. "An understanding of database technology is necessary before you can tackle these larger questions."

Robert Stevens, newspaper reference librarian of The Missourian, published by the university's journalism school, says he hopes the course will enhance his skills in serving reporters' and editors' demands for information. "I need to refine my search strategy skills," he says. "It's really a professional development goal for me."

—Dwight Daniels

Daniels is a graduate student in journalism at the University of Missouri at Columbia.

Mike Davis

Former editor Abbott polishes search skills.

IRE search service proves valuable

Journalists without access to on-line databases are not necessarily shut out from using them.

Investigative Reporters and Editors Inc., at the University of Missouri in Columbia, now regularly performs searches as a service for its national membership, says Steve Weinberg, IRE executive director.

"It eliminates the ludicrous situation of reporters around the country constantly but only partially reinventing the wheel," says Weinberg, associate professor of journalism. "And, the technology is readily available and relatively inexpensive, especially when compared to spending hours in a library or on the phone."

Mike Sanders, producer at KCTV in Kansas City, used an IRE Search for background in a series on the selling of babies. For less than $50, the search produced a listing of articles, books and names. It turned what could have been days of work in the library into an afternoon's effort.

Weinberg and the IRE staff performed more than 50 searches last year. Topics ranged from Soviet espionage to immigrant smuggling. IRE charges its members a basic search fee of $47 and any expense incurred above that amount.

Deadline nears for NIE training seminar

Registration deadline is Sept. 16 for a Newspaper in Education Instructor Training Seminar to be conducted by ANPA Foundation Oct. 14-17 at Airlie House near Warrenton, Va. The seminar will provide newspaper personnel with skills necessary for training educators in use of the newspaper as a teaching tool.

Fee is $380 per person, including meals and accommodations. For information, contact Rose A. Stormer at the Foundation, The Newspaper Center, Reston, Va.

In other NIE news, ANPA-member newspapers have been sent copies of a handbook to help them prepare for Newspaper in Education Week March 3-7, 1986.

The observance will be sponsored jointly by ANPA Foundation and the International Reading Association. ☐

Scores of newspapers, applicants show interest in Job Bank

A job-matching service for journalists is at the break-even point after a little more than a year's operation, but it will "never be a huge moneymaker," says Edward T. Miller, one of the three principals in Job Bank.

Miller, former editor of The Morning Call in Allentown, Pa., says the business was started in June 1984 because of a "pressing need." Job Bank is "becoming an adjunct personnel office for a lot of newsrooms," he says.

The service is primarily for mid-level, rather than entry-level, jobs. "We have some recent graduates on file, but not many," Miller says. At the other end of the job spectrum, the service helped to place one publisher at a 22,000-circulation daily.

Job Bank is based in Cinnaminson, N.J., across the Delaware River from Philadelphia. The other principals are Craig Ammerman, former executive editor of the now-defunct Bulletin of Philadelphia, and Robert Lockwood, a newspaper designer and graphic artist who worked with Miller in Allentown.

Debra S. Bissinger, a former reporter and city editor of several newspapers, is the director of Job Bank, assisted by Sue L. Nicklaus.

At present, Job Bank is concentrating on matching news/editorial people with jobs at daily newspapers. But Miller says the service may be expanded to advertising and circulation jobs. After that, he says, the company may get into the broadcasting and public relations fields.

"We have made contact with 2,000 journalists," Bissinger says. Job Bank also is the "official job resource" for the Society of Professional Journalists, Sigma Delta Chi, she notes.

There are about 1,400 applicants on file, Bissinger says, and about 200 newspapers have used the service as well as several business magazines. Job Bank has "a lot of repeat business," she says.

Here's how it works:

Resumes are coded into Job Bank's computer. The applicant pays a $50 charge for six months in the bank. A second six months costs an additional $25. (The company does not screen applicants, putting into the computer all who pay the fee.)

As an example, a newspaper might want a copy editor for the sports desk who will work nights, has about five years' experience and a college degree. The newspaper indicates the salary range for the job and whether it prefers to recruit from specific geographical areas. The information is coded into the computer, and a search is made for those that match the request.

Job Bank then calls the newspaper with the vacancy to review the applicants—usually 10 to 15—who match the request. The resumes are sent to the paper for a $200 fee. The newspaper then contacts the job candidates.

Bissinger says about 45 people have been placed in new jobs so far. About 20 others received job offers they turned down.

The St. Paul (Minn.) Pioneer Press & Dispatch recently hired a business writer through Job Bank. "He proved to be the kind of person we wanted," says Wayne Hassell, assistant to the executive editor.

"It's one of the resources we have tapped," says Earl R. Maucker, managing editor of the Fort Lauderdale (Fla.) News and Sun-Sentinel.

"We've had two hires" from Job Bank, he says, one on the business desk and a feature writer. While Maucker says he is satisfied with the service, he would prefer hiring in the traditional manner—through contacts in the industry.

Executives of traditional executive search firms that specialize in the newspaper field, such as Patrick J. Quinn Jr., vice president of Gordon Wahls Co. of Media, Pa., say Job Bank has not had any effect on their operations.

Carl E. Youngs, the partner in Youngs, Walker & Co. of Inverness, Ill., points out that most employers use executive recruiting firms like his because of their "overall screening process." A firm like Job Bank "might be helpful at lower levels," he says, but "the people we're looking for wouldn't invest $50" to be listed in a computer. *—Clark Newsom*

Journalist may be considered for 1986 space shuttle flight

If there is a "first senator in space" and soon a "first teacher in space," can the "first journalist in space" be far behind?

Probably not.

Representatives of news media groups, including ANPA, met recently with officials of the National Aeronautics and Space Administration to discuss the possibility of a reporter's being included in a 1986 space shuttle mission.

NASA has not ruled on the possibility, but if it gives the go-ahead, a decision would have to be worked out on how the first journalist in space would be selected.

Mark E. Brender, chairman of the Radio-Television News Directors Association's Media in Space Committee, said the selection process could involve a panel of journalism school deans representing the Association for Education in Journalism and Mass Communication who would, in consultation with working journalists, help NASA screen candidates.

Brender is an editor at ABC News. ☐

Campaign finance data available by computer

The Federal Election Commission will provide computer access to certain campaign financing information beginning Sept. 2.

Under the FEC's "Direct Access Program," data on candidates' campaign committees and on political action committees will be available for direct transmission to personal computers.

Initially, the data will be for the 1983-84 and 1985-86 election cycles.

Previously, this kind of FEC information was available only on computer tapes or hard-copy printouts.

Cost will be $50 for the first hour of transmissions and $12.50 for each additional quarter hour, or $1,000 for a month of unlimited access during the hours of 10 a.m. to 10 p.m. (Eastern time) Monday through Friday. ☐

Celebrating 10th birthday, Children's Express wants to increase number of bureaus

Children's Express, a news service produced by young people, is celebrating its 10th anniversary this year. And it's growing.

Editors at Children's Express are as young as 14 and no older than 18. Reporters are 13 or younger. They gather information not by taking notes but by using a tape recorder. Adult staff members then use the tapes to put the material into story form.

Despite the tender age of its news crew, the news service has gained respectability in its profession. It made journalism history in 1976 when it scooped the nation's top newspapers, television and radio stations with its report that Jimmy Carter had chosen Walter Mondale as his running mate [presstime, May 1980 p. 35].

In April 1983, United Press International began distributing Children's Express articles twice weekly. "We're now a regular news service," said Robert H. Clampitt, founder and publisher.

The number of active contributors ranges from 400 to 500 children, he said. The news service is based in New York City and operates bureaus in Newark, N.J.; Salem, Mass.; the San Francisco Bay Area; Tokyo; Wellington, New Zealand; and Melbourne, Australia.

The organization's top priority is the expansion of this bureau system in the United States, hoping to have 15 by the fall of 1988, according to Clampitt.

The bureaus in Salem and Wellington are sponsored by Newspaper in Education programs there.

"This is potentially a very exciting development," said Clampitt, who said those bureaus serve as models that can be emulated elsewhere.

Children's Express and NIE are "conceptually in the same place," said Judith D. Hines, vice president and director of ANPA Foundation, which oversees the NIE program.

In Salem, NIE worked with members of the community to find supporters and sponsors, mostly corporations, that agreed to give financial help to the Children's Express bureau.

"We felt we should promote an interest in journalism, to make area kids aware of the possibilities," said Lynn G. Sygiel, educational services manager for The Salem Evening News, which gives "in-kind support" of time, materials and advice, and runs the Children's Express column every Saturday.

There are 75-100 kids involved in the bureau, according to Sygiel, who works as a volunteer with Children's Express.

The most significant upcoming project for Children's Express is the November 1986 International Convention of Children and Media Professionals, to be held in New York City. "The idea grew out of an interest in getting children together to look at issues affecting children," said Clampitt, adding that the original concept was expanded to include journalists in the dialogue.

Meanwhile, plans are under way for a symposium in New York City Nov. 25-26 in preparation for next year's event. The symposium's panelists will include experts in children's issues from the United Nations Children's Fund, the Select Committee on Children of the U.S. House of Representatives, and media executives. They will address "The State of the World's Children" and "The Media's Treatment of Children's Issues."

"We see this as a media examination of itself, of its policies and coverage of children's issues," said Clampitt. "It is in no sense an attempt to bring pressure on the media but rather an examination from the inside, since we consider ourselves part of the media also."

Through the symposium and subsequent convention, Children's Express hopes to develop a databank on children's issues for news organizations. "We're looking to create some kind of handbook for journalists" on how to interview children and on some suggested topics for reporting, said Clampitt.

The November symposium will close with a 10th anniversary banquet, during which Children's Express will award a $2,000 prize recognizing the "best single piece of journalism in the past 10 years concerning issues relating to children," according to Clampitt. Newspaper articles and series are eligible. Entries are due Sept. 15 and should be accompanied by a copy of the articles and a letter explaining the articles' context and any results of the reporting.

Jennifer Avellino

Reporter Paul Whitney, 10, of New York interviews Nancy Reagan at 1984 Republican National Convention in Dallas.

Entries will be reviewed by Children's Express teen editors.

For additional information, contact Clampitt at 20 Charles St., New York, N.Y. 10014; (212) 924-9171.

—*Miriam Arichea*

Arichea, a Duke University senior, recently completed a summer internship at presstime.

Photographers produce 'white paper' on color issues

The National Press Photographers Association has issued a 67-page "white paper" on newspaper color.

The publication covers various dimensions of color reproduction as applied to newspapers, and it contains articles written by acknowledged experts in their fields. Among the topics covered are theory of color, quality control, comparing films, color transparency and negative color systems, and advanced electronic color systems.

For copies, contact Charles Cooper, Executive Director, National Press Photographers Association, P.O. Box 1146, Durham, N.C. 27702. ☐

NABJ expands goals toward coverage and content

Albert E. Fitzpatrick

The new president of the National Association of Black Journalists has set broad new goals for the organization and reaffirmed old ones.

NABJ is "going to play even a more important role in reviewing the media and looking at coverage and content," Albert E. Fitzpatrick told presstime. "And we'll be in a position to comment when we feel the media come up short."

Fitzpatrick, director of minority affairs for Knight-Ridder Newspapers Inc. and former executive editor of the Akron Beacon Journal, also said NABJ would continue to work toward more scholarships for black students, more internships, and more upward mobility for experienced minority journalists.

NABJ, the largest minority journalists organization in the country, elected Fitzpatrick at its 10th annual convention July 31-Aug. 4 in Baltimore. With a theme of "The Next Decade," speakers urged more minority people to work as journalists and to become more aggressive in covering minority communities.

"The time has come for a new generation of social concern and activism in journalism," Thomas Winship, former editor of The Boston Globe, told the record audience of over 1,000. "It is my fervent hope that black reporters and editors will be in the vanguard of it."

Because so many reporters and editors have no personal connections with the spreading poverty centers of America's major cities, "most newspapers are missing the biggest domestic time bomb of the decade," warned Winship, now president of the Center for Foreign Journalists. "The ghetto needs you. Your newspaper needs you," he said, urging black journalists to "light that fire in the newsroom."

Outgoing President Mervin Aubespin, associate editor for development at The Courier-Journal and The Louisville Times, recalled when, a decade ago, NABJ membership numbered less than 100. Aubespin said, "When you look around and see over 1,000 minority journalists, it is difficult to say, 'I cannot find any qualified ones'"—the explanation of some editors for not having more minorities on staff.

Charts help to compare word processing programs

Reporters who cover personal computing often feel left behind, as though they were running a marathon with lead shoes. *Microcomputer Word Processing Comparison Charts* by Harold C. Durbin may help those afflicted to keep up with the pack on word-processing programs.

The charts evaluate 48 word processing programs by their various functions. More than 170 such functions common to many programs are listed, including cursor control, paging, hyphenation, etc. The charts detail both hardware compatibility and file management/editing options. There is a separate section for spelling checkers.

Also included are two lists of vendors, a glossary of terms and an explanation of the significance of each function.

The 50-page book costs $25 and is available from Durbin Associates, 3711 Southwood Dr., Easton, Pa. 18042.

First Amendment Congress to locate on campus of U. of Colorado

The First Amendment Congress plans to establish a central office at the University of Colorado in early 1986.

The Boulder campus was chosen from 23 schools that had been considered [presstime, June, 1985, p. 62].

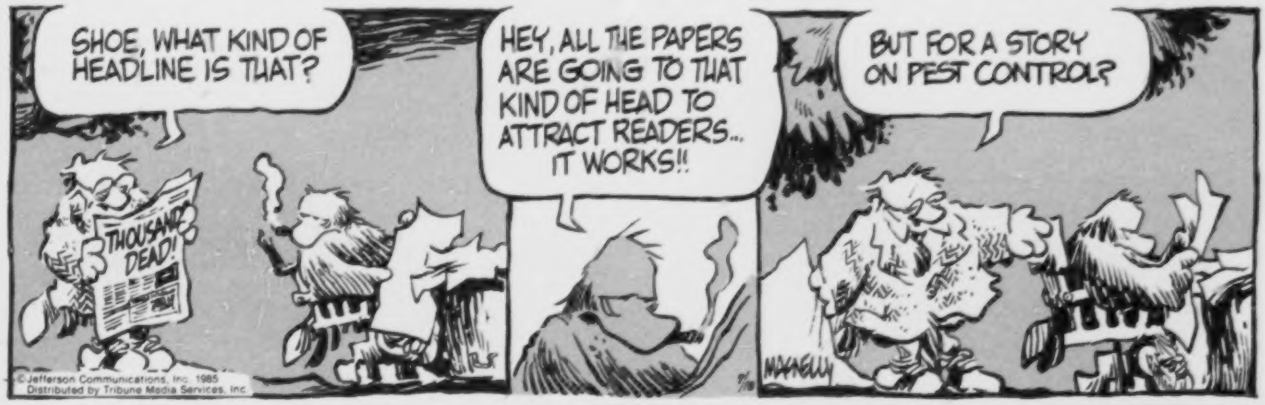
"The university has promised the cooperative support of its schools of journalism, law, business and public affairs in carrying out First Amendment Congress programs to encourage dialogue between media and public representatives," said Congress Secretary Judith D. Hines, vice president and director/ANPA Foundation.

In addition, Hines said, the faculties from these schools will create a separate "Center for the Study of the First Amendment," which is expected to coordinate programs with the congress.

A search for an executive director for the congress will begin this fall.

'Shoe'

By Jeff MacNelly


SHOE, WHAT KIND OF HEADLINE IS THAT?
THOUSANDS DEAD!
HEY, ALL THE PAPERS ARE GOING TO THAT KIND OF HEAD TO ATTRACT READERS... IT WORKS!!
BUT FOR A STORY ON PEST CONTROL?
MACNELLY
© Jefferson Communications, Inc. 1985 Distributed by Tribune Media Services, Inc.

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia

Researchers eye closer ties with ASNE, ICMA

The Newspaper Research Council is moving ahead with several studies in conjunction with the American Society of Newspaper Editors, and it is contemplating similar forms of cooperation with the International Circulation Managers Association.

These initiatives mark an effort by NRC to make the services of its members—primarily researchers from newspapers and their advertising-representative firms—available to the industry at large as well as to their own newspapers.

Already under way is a review of existing research on minority readership of newspapers, sponsored by ASNE's Readership and Research Committee.

Leonard Tipton, professor of journalism at the University of Florida, is conducting the research, and Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers, is serving as liaison between ASNE and NRC.

Questionnaires also have been sent out for a second study. It seeks to determine the research priorities of newspaper editors and research directors. The results will be tabulated by Fielder, who is on the research council's board of directors.

A third study—to explore circulation starts and subscriber retention at large, medium and small newspapers—is still in the formative stage. It will involve the cooperation of ICMA as well as ASNE and NRC.

Yet another collaboration, this one involving just NRC and ICMA, is under consideration. It would address a matter that surfaced at last April's meeting of the ANPA Industry Affairs Committee when NRC President Ronald Kuzoian became aware that many circulation departments were having difficulty using information being produced by computers, and ICMA Chairman Jack Butcher noticed that NRC researchers were eager to ply their trade beyond their own newspapers.

The ICMA Executive Committee has sent a list of five consistently troublesome topics to Kuzoian, research director of The Boston Globe. The five are: carrier recruitment and retention, product retention, sales techniques, service and district managers.

"We're trying to get together and avoid duplication," said Butcher, circulation director of the Tampa Tribune. ☐

Study shows more adults tuning in to television news

BY GUIDO H. STEMPEL III

Newspapers or television? That's been the question for a quarter of a century. Leo Bogart, executive vice-president and general manager of the Newspaper Advertising Bureau, now offers rather striking evidence that the answer is "both."

Guido H. Stempel III

In last winter's issue 1984 Public Opinion Quarterly, he reports that a national survey by NAB found 48 percent of American adults get news from both newspapers and television on any given day. Nineteen percent read newspapers and do not watch television news, and the same percentage watch television news and do not read a newspaper. Fourteen percent do not get news from either source on a given day.

This is a marked shift from a 1971 survey cited by Bogart that showed 36 percent got news from both, 33 percent from newspapers only and 12 percent from television only. Bogart suggests that part of the change is due to the increased amount of news available on television.

For the newspaper editor, there are a couple of important messages. One is that most people do not in fact depend on television for their news. The other is that nearly three-fourths of the people who read your newspaper today saw television news yesterday. Given that, monitoring the early evening network newscasts might be useful, especially for morning newspapers.

• • •

We're all aware that the American press operates in the free enterprise tradition of American business. A study of the press in 16 advanced Western democratic nations shows that only in Great Britain and Switzerland is the press as free of government economic interference as it is in the United States.

In all three countries, according to the study by Robert Picard, assistant professor of journalism at Louisiana State University, the press has favorable tax and postal rates and runs government advertising. Other than that, government economic intervention is minor.

This is in contrast to many countries where the government subsidizes the press directly—such as in Sweden, Austria, Belgium, Canada, Finland, France, Ireland, Italy, the Netherlands and Norway.

Picard concludes that the pattern of economic intervention stems from the economic philosophy of the country, not from political considerations. If regulation through economic policy is common with business in general, it probably will be used with the press. If government policy is aimed at reducing the damage of commercial competition generally, that will be the approach used with the press. Picard's article appears in the spring issue of Journalism Quarterly.

• • •

It's been noted widely that the personality of a President of the United States seems to be related to the coverage he gets. Now Rodger Streitmatter, director of the Print Journalism Program at American University in Washington, D.C., has documented this in the Spring JQ.

Streitmatter compared three robust, outgoing Presidents with three quiet, reserved Presidents. He paired Franklin Roosevelt with Calvin Coolidge, John Kennedy with Dwight Eisenhower and Ronald Reagan with Richard Nixon.

He studied front-page coverage in three major newspapers—The New York Times, the Los Angeles Times and the St. Louis Post-Dispatch—for six weeks for each of two years for each President.

He found that the robust Presidents—Roosevelt, Kennedy and Reagan—received 49-percent more coverage than the reserved Presidents. He also found that the robust Presidents received 87-percent more coverage about their personal lives.

Streitmatter points out that it is personality, not whether the press likes or agrees with the particular president, that seems to determine the extent of coverage. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Circulation

Audit bureau tightens rule on newspaper/cable-TV link

Newspaper sales through cable-TV firms will have to meet stiffer criteria to qualify as paid circulation under a new Audit Bureau of Circulations policy.

The policy will require, starting Oct. 1, that customers "indicate through positive action that the publication was wanted." The newspaper cannot assume that a customer accepts an offer just because it was not "specifically declined," according to ABC.

And if a customer decides he or she does not want the newspaper, the bill for the involved service—cable or other—must drop by the price of the paper.

The policy, which ABC directors adopted in mid-August, applies to newspapers sold in connection with not only cable television but also transportation, hotel and other services. It applies to single-copy and to subscription sales but not to bulk sales.

Several of the policy's requirements go to the heart of a five-month quarrel between the Rocky Mountain News of Denver and The Denver Post, which March 31 began selling Sunday newspapers through a partnership with a Colorado cable company. The News challenged an ABC staff decision that the circulation counted as paid [presstime, Aug. 1985, p. 45].

The News maintained cable customers were not taking positive action to obtain the paper; the Post disagreed. The News also objected to the arrangement whereby a cable subscriber's bill remained unchanged even if the Post was dropped.

Both of those concerns are addressed by the new policy, whose Oct. 1 implementation date coincides with the start of an ABC reporting cycle.

However, Ron Myatt, News circulation director, noted the policy still leaves unanswered questions. For example, it requires that ABC auditors have access to "auditable records" of circulation sales, but there is no mention of records that document the newspapers' delivery, Myatt said.

Post Publisher Richard T. Schlosberg III said the policy adds "a couple of new wrinkles" that will require "sitting down with the cable company." He expects some one-time costs from changes in the present arrangement but said the Post "feels good" about its agreement with the cable company, United Cable Television of Colorado Inc.

The policy will regulate newspaper sales through hotels that are counted as paid circulation but will not affect bulk sales, which are often made to hotels and airlines, said ABC President and Managing Director David Keil. Such bulk sales are not counted as paid circulation, he noted.

Sales through a hotel or other service-oriented company would have to conform to guidelines set by the new policy in order to be counted as paid. For instance, a hotel guest might indicate at check-in time that he or she wanted a newspaper and was willing to be billed accordingly, Keil said.

Another issue before ABC has yet to be concluded: Who should bear the skyrocketing costs for legal expenses incurred in settling disputes over audited circulation figures.

The board in June gave the first of two favorable votes needed to pass a bylaw that would shift all litigation costs to individual publishers involved in the disputes.

However, some publishers object to the proposed rule because they say it would spread legal costs among each ABC member named in a suit rather than laying the burden on the publisher found to be at fault.

The bylaw is being reviewed by executives of ABC-member publications. It is scheduled for discussion at upcoming meetings of the boards of ANPA and the Newspaper Advertising Bureau. The ABC board is expected to take up the issue again at its Oct. 30 meeting.

In a report to members, ABC said it "is encountering a noticeable increase in situations" where members are "filing inaccurate or false publisher's statements and maintaining inadequate or false records for bureau audit."

While only "an extremely small percentage of publisher members" is causing these situations, the financial impact on all ABC members is significant, ABC said.

In terms of professional-liability insurance premiums alone, ABC has seen costs balloon. It is now paying $117,000 a year for the premiums, compared with $4,250 in 1980.

Despite its liability insurance coverage, litigation over auditing disputes cost ABC $932,000 in 1983 and 1984, ABC said. Keil said ABC has been in court for 18 months in an effort to recover that amount from its insurance carrier.

—*Barbara J. Friedman*

Advertising

PC-transferred classifieds catching on

Interactive systems for transmitting classified ads by personal computers to newspapers are beginning to take form around the country.

Two of the more recent examples are The New York Times, which has established a PC connection with Miller Advertising agency in New York City, and the Orange County Register in California, which has PC interstate links with Allied Advertising in Boston and Davis Advertising in Philadelphia.

Both newspaper companies plan to expand use to other agencies.

It's a "wonderful innovation," said Herbert G. Barger, president of the Association of Newspaper Classified Advertising Managers. Such services also are under way at several other newspapers and will become commonplace in at least the top 25 markets where large amounts of classifieds are handled through agencies, said Barger, classified ad manager of the Houston Chronicle.

The major benefits of such systems are the time saved by avoiding paperwork and the elimination of errors, particularly in a field with so many last-minute changes and insertions.

The New York connection is established over a dedicated phone line, while the Orange County link is handled over regular lines.

Generally, the PC newspaper/agency connection began with classified job ads, but Dean Welch, Register classified advertising manager, sees the concept expanding well beyond employment agencies.

"That's just the very beginning of it," he said.

'86 NAB Planbook available

The 1986 edition of the Newspaper Advertising Bureau's annual Planbook is now available.

Prices are $4 for the soft-cover edition and $5.10 for hard cover. There is an additional charge for newspaper-logo imprinting, which is available only for minimum orders of 50.

Copies may be ordered from NAB's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10109.

Future of Advertising panel appoints 10 task forces

The Future of Advertising steering committee has formed task forces to address 10 major areas in which to improve newspapers' long-range competitive position in the marketplace.

The task forces and the newspaper executives from the committee who will form and oversee them are:

- Improving Reproduction Quality/Color, Walter E. Mattson, The New York Times
- Recruiting and Training Sales Personnel, Cathleen Black, USA Today
- Sales Structure, Vance L. Stickell, Los Angeles Times
- Marketing Data, Harold W. Andersen, Omaha World-Herald, who is chairman of the Future of Advertising committee
- Pricing/Flexibility/Positioning, Jerome S. Tillis, Detroit Free Press
- Standardization, Joe D. Smith Jr., Alexandria (La.) Daily Town Talk
- Readership, Reg Murphy, The Baltimore Sun
- Alternate Distribution, Robert G. Marbut, Harte-Hanks Communications
- Promotion / Repositioning / Advertising, James F. Hoge, The New York Daily News
- Classified, Ashton Phelps Jr., Times-Picayune/States-Item, New Orleans.

INAME Foundation tops fund drive goal

The International Newspaper Advertising and Marketing Executives Foundation's drive for a $1-million capital fund has gone over the top.

According to a July 30 announcement by Foundation President Arthur E. Wible Jr. at INAME's Summer Sales Conference, $1.25 million has been raised. Income from the fund will finance a $100,000-a-year program to strengthen the teaching of newspaper advertising in schools of business and communications [presstime, March 1985, p. 42].

Nearly 100 newspaper companies, newspaper advertising representative firms and advertising service companies contributed or pledged their support. According to Wible, publisher and chief executive officer of the Dallas Times Herald, the newspaper companies participating account for almost 60 percent of U.S. daily circulation.

Gourmet mushrooms are starting to spring up from pulp base

Waste pulp from the newsprint manufacturing process is helping to make food for flavorful fungi.

Canadian mushroom growers are using the cellulose residue from pulp mills to grow Pleurotus sajor-caju, or oyster mushrooms, which are considered *bonnes bouches* by bons vivants. The mushrooms thrive on the pulp-growing medium, maturing in just over two weeks instead of two months under normal conditions.

The mushrooms that pop out of the pulp base are said to have an attractive appearance, mild taste and good texture. The Pulp and Paper Research Institute of Canada said research is continuing.

Thus, growing mushrooms may join the manufacture of chicken feed as yet another alternative use for the basic raw material of newsprint [presstime, June 1984, p. 24].

Gulf Canada transformation begins with Abitibi deal

Gulf Canada Ltd. has agreed to purchase at least 90 percent of Abitibi-Price Inc., the world's largest newsprint producer for $1.25 billion (Canadian). Abitibi-Price is currently 93-percent owned by Olympia & York Developments Ltd. [presstime, Aug. 1981, p. 42].

Selling control of Abitibi-Price enabled Olympia & York to purchase 49.9 percent of Gulf Canada from the Chevron Corp., for $2.31 billion. The transactions were seen as first steps in turning Gulf Canada into a large resources holding company whose primary assets will be majority stakes in an oil- and gas-producing partnership and in Abitibi-Price.

Chevron said Olympia & York have options to buy its remaining 10.3-percent stake in Gulf Canada, which would raise Olympia & York's interest in the company to 60.2 percent.

The total value of the transaction would be $2.8 billion if those options are exercised.

Registration still open for October seminar

Registration is still open for the Newsprint and the Pressroom-II Seminar Oct. 10-11 at the Hyatt Regency O'Hare, Chicago.

The event will be sponsored jointly by ANPA and the Technical Section of Canadian Pulp and Paper Association [presstime, April 1985, p. 56].

The fee, which covers all sessions and one luncheon, is $150 U.S. and $210 Canadian.

For information, contact the ANPA Newsprint and Transportation Department at The Newspaper Center, Reston, Va.—(703) 648-1000; or Nick Boultbee of CPPA, Sun Life Building, 23rd floor, 1155 Metcalfe St., Montreal, Canada H3B 2X9—(514) 866-6621.

NEWSPRINT NOTES

- Canadian newsprint production **capacity is expected to grow modestly** by the end of 1987, according to a report by the Canadian Pulp and Paper Association.

An increase of 180,000 metric tons, or 1.8 percent, is expected over the forecast period, raising total capacity to 10 million metric tons.

Additional capacity and a new machine will be offset largely by machine retirements and conversions to higher paper grades.

By comparison, the period 1980-83 saw an increase of 840,000 metric tons, or 9 percent [presstime, Aug. 1984, p. 58].

- Members of the United Paperworkers International Union **ratified a three-year contract** at Garden State Paper Co.'s Garfield, N.J., mill. The agreement provides for a 4.5-percent wage increase in the first year and a 4.75-percent increase in each of the second and third years [presstime, Aug. 1985, p. 58].

- **"Newsprint Statistics 1984" is now available** upon request to ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. It contains data on U.S. daily newspapers' newsprint consumption, newsprint supply and sources, and mill capacity.

Consumption drops for users overall but rises for dailies

Newsprint consumption by all U.S. users decreased 1.3 percent in July compared with July 1984. For the first seven months, consumption was 1.5-percent higher than that for the same period last year.

Consumption by U.S. daily newspapers increased 4 percent in July and 4.6 percent for the first seven months.

The July increase for U.S. dailies came despite the fact there was one less Sunday in the month compared with July 1984.

Newsprint inventories of newspapers in ANPA's statistical sample at the end of July averaged 50 days—slightly below the 51-day level a year earlier. North American mill stocks at the end of July were 26.6 percent above last year's level.

The July operating rate for Canadian mills was 85 percent of capacity, and for U.S. mills it was 91.3 percent.

Shipments from Canadian mills for the first seven months rose 0.2 percent. Canadian shipments to the United States were up 0.4 percent, those within Canada were down 5.3 percent, and those to overseas customers were up 3.6 percent. Domestic shipments from U.S. mills were down 4.3 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1985(r)	June 1984	% Change
Northeast	181,890	165,442	+9.9
North Central	150,743	142,854	+5.5
South	225,732	211,744	+6.6
West	161,912	149,631	+8.2
Circulation size			
up to 25,000	54,341	43,820	+24.0
25,001-100,000	143,339	119,729	+19.7
Over 100,000	522,597	506,122	+3.3
June totals	720,277	669,671	+7.6
Six-month totals	4,270,734	4,077,166	+4.7
Region	**July 1985(p)**	**July 1984**	**% Change**
Northeast	164,364	153,979	+6.7
North Central	146,234	139,679	+4.7
South	216,265	211,596	+2.2
West	162,171	157,113	+3.2
Circulation size			
up to 25,000	54,423	44,163	+23.2
25,001-100,000	139,475	116,571	+19.6
Over 100,000	495,136	501,633	-1.3
July totals	689,034	662,367	+4.0
Seven-month totals	4,959,768	4,739,533	+4.6

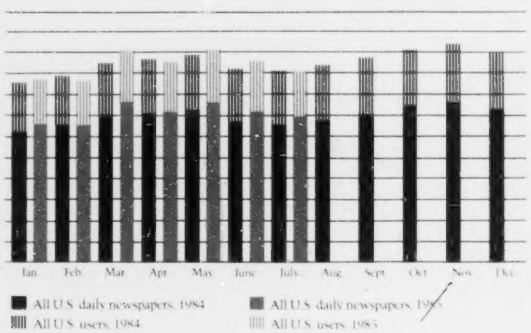
Estimated consumption of all U.S. users

	1985	1984	% Change
May totals	1,009,000(r)	992,000	+1.7(r)
June totals	955,000(r)	916,000	+4.3(r)
July totals	900,000(p)	913,000	-1.4(p)
Seven-month totals	6,564,000	6,467,000	+1.5(p)

Production

	Canada	U.S.A.	North America
July 1985	718,151	415,886	1,134,037
July 1984	825,402	408,981	1,234,383
Increase or decrease	-107,251 -13.0%	+6,905 +1.7%	-100,346 -8.1%
Seven months 1985	5,292,409	2,902,827	8,195,236
Seven months 1984	5,204,014	2,951,661	8,155,675
Increase or decrease	+88,395 +1.7%	-48,834 -1.7%	+39,561 +0.5%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
May 1985	954,629	42	6
May 1984	811,160	36	7
June 1985	930,211	44(r)	7
June 1984	872,610	40	8
July 1985	966,004	44	6
July 1984	954,805	43	8
Canadian mills			
July 1985	364,785	--	--
July 1984	302,298	--	--
U.S. mills			
July 1985	83,504	--	--
July 1984	51,746	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1985	520,432	75,627	132,103	728,162
July 1984	572,202	82,628	103,920	758,750
Seven months 1985	3,836,089	590,037	787,394	5,213,520
Seven months 1984	3,821,776	623,046	759,877	5,204,699
Increase or decrease	+14,313 +0.4%	-33,009 -5.3%	+27,517 +3.6%	+8,821 +0.2%
From U.S. mills				
July 1985	385,313	----	17,980	403,293
July 1984	382,819	----	29,786	412,605
Seven months 1985	2,723,024	----	155,472	2,878,496
Seven months 1984	2,846,346	----	154,275	3,000,621
Increase or decrease	-123,322 -4.3%	---- ----	+1,197 +0.8%	-122,125 -4.1%
From North American mills				
July 1985	905,745	75,627	150,083	1,131,455
July 1984	955,021	82,628	133,706	1,171,355
Seven months 1985	6,559,113	590,037	942,866	8,092,016
Seven months 1984	6,668,122	623,046	914,152	8,205,320
Increase or decrease	-109,009 -1.6%	-33,009 -5.3%	+28,714 +3.1%	-113,304 -1.4%

---

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Speeches

Katharine Graham

Harold Mendelsohn

George H. Hanford

Herbert G. Barger

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

The Newspaper as an Educational Tool
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle. Central West Breakfast Club meeting, Houston, July 18.

The Need for More Investigative Reporting
Katharine Graham, chairman, The Washington Post Co. American Bar Association Silver Gavel Awards luncheon, Washington, D.C., July 8.

Recent Developments in Advertising Research
Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City. Advertising Research Foundation annual Research Quality Workshop, New York City, July 30.

The Free Press and National Security
U.S. Secretary of Defense Caspar W. Weinberger. International Association of Business Communicators, San Francisco chapter, July 18.

Mass Communications, Alcohol Misuse and Traffic Safety: Functions and Dysfunctions
Harold Mendelsohn, professor, University of Denver. International Institute on the Prevention and Treatment of Alcoholism, Rome, June 4.

An Educational System That Has No Losers
George H. Hanford, president, The College Board, New York City. The City Club weekly forum, Cleveland, May 31. (Or see July 15, 1985, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

K mart's Marketing and Advertising Strategies
A. E. Stine, regional advertising manager, K mart Corp., Plymouth, Mich. Kentucky Press Association annual convention, Paducah, June 15.

From the Association of Newspaper Classified Advertising Managers annual conference, New Orleans, June 23-27:

Remarks of the Newly Elected ANCAM President
Herbert G. Barger, director of classified advertising, Houston Chronicle

New Technology and How It Will Affect Classified Advertising
Norman P. Dasseault, general manager, St. Petersburg Times and Evening Independent

Suggestions for Successful Recruitment Advertising
Edward K. Prisco, classified advertising manager, Fort Lauderdale (Fla.) News and Sun-Sentinel

What Classified Advertising Means to the Nation's Newspapers
Craig C. Standen, president, Newspaper Advertising Bureau, New York City

Promoting Advertising Students' Awareness of Classified
Donald R. Glover, associate professor, Hitchcock Center for Graduate Study and Professional Journalism Development, University of Nebraska, Lincoln

Real Estate and Classified Advertising
William O. Keleher Jr., chairman and president, Berg Inc. Realtors/Better Homes and Gardens, South Plainfield, N.J.

Used scanners offer benefits, risks

In the next two years, 400 used color scanners will enter the U.S. market, according to some estimates, and prices for these second-hand devices are falling. Many production executives see them as an economically attractive way to join the throng of newspapers that are improving their process-color reproduction [presstime, Dec. 1984, p. 8].

But experts warn of a risk involved: Companies may not deliver on their claims about providing service and parts.

A case in point is the Minneapolis Star and Tribune. It purchased a used Hell 300A color scanner from a commercial house for $35,000 and contacted a New Jersey firm—a "broker" in the support-service business—to rebuild the device and provide training and maintenance.

The paper chose the company because Hell no longer provided complete support for the scanner, and because the firm's price was the lowest among companies in the support business, said Robert M. Koloski, quality control manager.

Last May, the broker visited the paper three times to recondition the scanner and replace worn-out parts with new ones. However, it seemed as though parts always needed to be replaced, Koloski said, and the scanner never worked quite the way the newspaper expected.

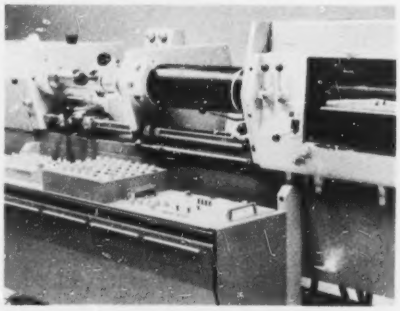
The papers contacted Hell, which recommended another service company. It reconditioned the scanner in little more than a day.

Soon thereafter, questions arose over the necessity of replacing some parts that had been changed by the first company's technician and whether certain service work was really required. Currently, nearly $10,000 in service-related charges are in dispute between the paper and the original service contractor.

The New Jersey broker said the scanner's age, desuetude and wiring problems contributed to the repairs. But the firm insisted all work done and parts replaced were required.

While Minneapolis executives are now pleased with the performance of their used scanner, they have reservations about using brokers in the future. "Our experience has made us very leery of brokers," Koloski said.

Scanner experts advise that to minimize risk, prospective buyers:



Despite initial problems, unit is now seen as good investment for Star and Tribune.

- Call the original manufacturer first. The number of scanners that have been made remains relatively small. Most vendors maintain lists of who bought which scanner and what kind of maintenance has been performed on a particular one.
- Consider purchasing a used scanner from the manufacturer. Scanner makers take trade-ins and rebuild them. "I wouldn't deal with brokers at all," said Michael H. Bruno, a graphic arts consultant. "I'd go directly to the manufacturer."
- Try to buy a model that continues to be made and supported by the manufacturer. The 300A purchased by the Star and Tribune had not been produced in 10 years, Hell officials said. Had the scanner been a later model, many of the problems could have been avoided.
- Make sure the service firm can deliver on its promises. "Never deal with these people unless they have a proven track record with several newspapers over a period of time," observed John C. Harrington, ANPA photographer/color specialist. Because scanner use at newspapers is so new, consultant Bruno added, newspapers should consider contacting references such as color-separation firms.
- Weigh bids carefully: The lowest may not be the best. "If the price sounds too good to be true," said Harrington, "it's probably not" true.

Bruno also said this is worth considering: Some of the newer scanners, particularly those without dot-generation and other advanced features, "don't cost much more than used scanners, and they're at least new and come with warranties."

—Paul Kruglinski

Color wirephotos can be handled this way, too

There's more than one way to skin a cat—or to make a black printer for wirephoto color separations.

In response to the Fort Myers (Fla.) News-Press suggestions for creating a black printer for AP color separations [presstime, June 1985, p. 76], Charles L. Gray, president and general manager of the Fairbanks (Ala.) Daily News-Miner, offered his own. He wrote:

"Basically, the system outlined (by the News-Press) involved selecting the 'lightest' of the three separations and exposing it so as to drop out highlights and produce large shadow dots. As the (News-Press) pointed out, it is necessary to select a separation that does not contain any saturated colors; otherwise the black printer produced will contaminate the saturated color quite badly.

"There are two other ways of producing a good black printer for AP separations that we believe come closer to what a theoretical black printer should be.

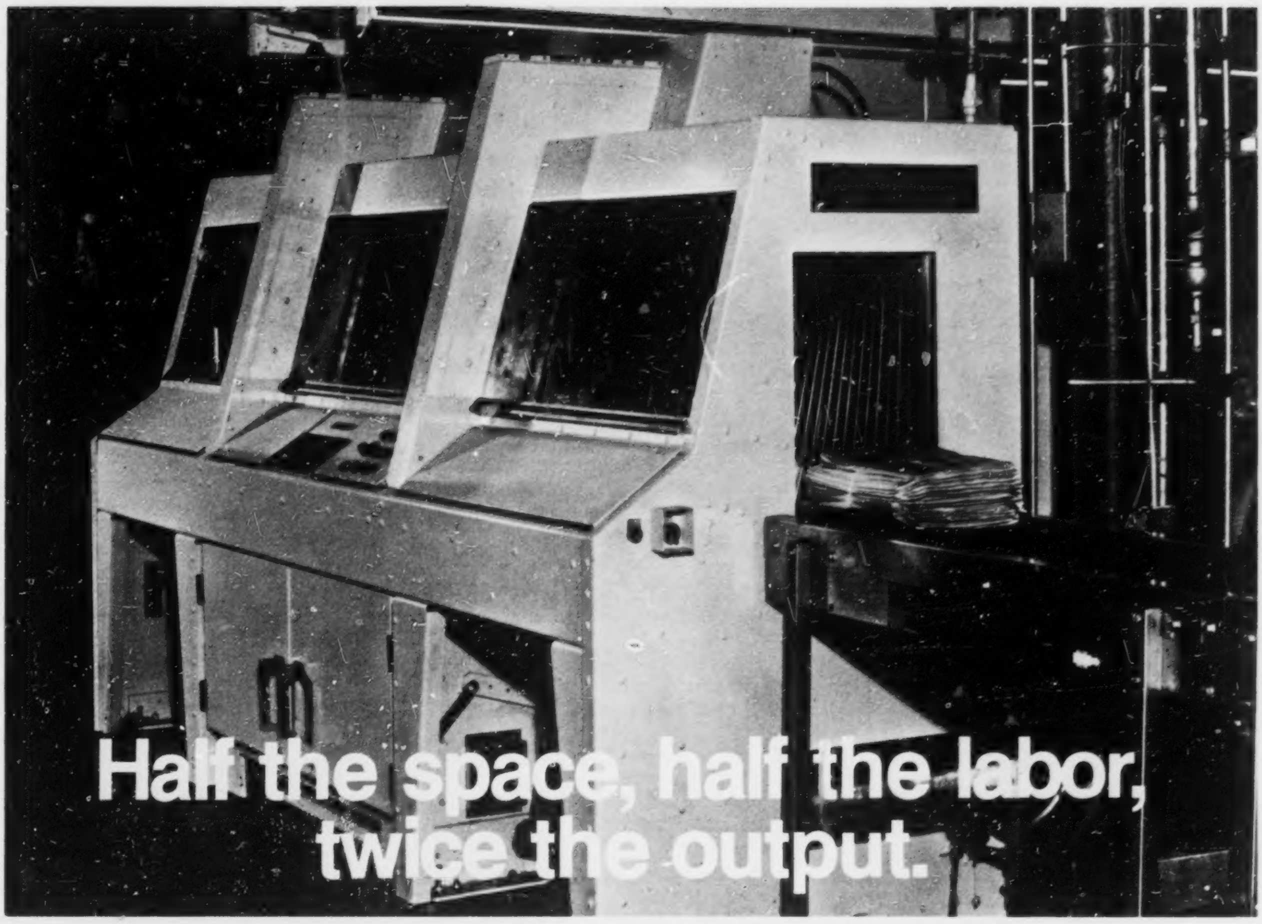
"1. Sandwich the cyan and magenta Laserphoto prints together in good register and punch them with a two-hole or three-hole punch, such as a three-hole office punch. Stick a couple of register pins on the copyboard to hold the prints and expose them separately onto the same piece of film, using normal exposure for each print.

"This produces a black printer that more nearly matches the gray values in the picture, because it considers both the warm and cold colors.

"Occasionally, you may want to substitute the yellow printer for the magenta if the magenta has more saturated densities than the yellow. However, do not combine all three, for the yellow and the magenta tend to duplicate warm colors and this would put too much black density into warm colors.

"2. Sandwich all three halftone negatives together in register and make a contact exposure through all three at the same time onto film that will record the rosette dot pattern with little or no spread (rapid-access film is best). Keep the exposure to a minimum.

"Take this positive and reverse it back to a negative. In this case, you may want to 'spread' the image with a spacer or extra exposure to drop out some of the dots recorded on the positive.



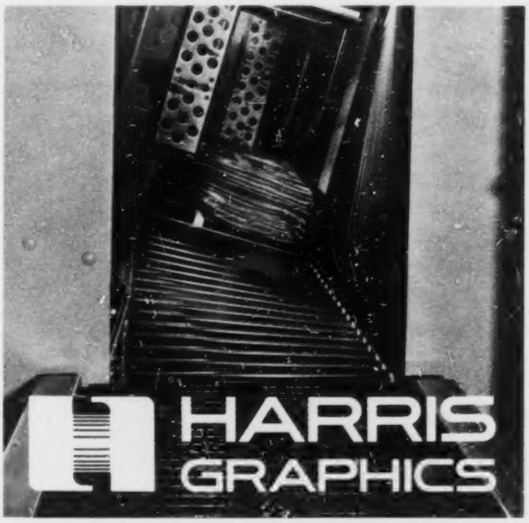
Half the space, half the labor, twice the output.

The new Harris NP-160 sets the technological standard in newspaper packaging by doing the work of two conventional lines in half the floor space and with half the labor requirements.

The integrated stacker and tyer delivers strapped bundles at rates up to 50 per minute in the dual, alternating delivery mode. And it accepts signatures from any common web press or inserter, so it's compatible with the equipment you have now.

Because the NP-160 is a single unit, it gives improved stack control and higher quality bundles with packages of up to 300 broadsheet pages. To protect the bundles, a kraft paper bottom wrap is automatically fed from a roll before tying. Or, untied stacks can be delivered without bottom wrap.

To boost your packaging productivity even more, you can add modules for double strapping, top wrapping, labeling, and programmed stacking of odd or keyed bundles. Even an in-line palletizer is available.



For more information, write:
Harris Graphics Corporation, Bindery Systems Division,
Champlain, New York 12919.

"Some people may suggest using a piece of duplicating film for this operation, thus eliminating the print-back step.

"This will work part of the time if the subject is high-key (predominantly light-toned), but if it is normal or low-key (predominantly dark tones), it is not possible to drop out enough tone to produce a skeleton black printer on duplicating film.

"Unlike the first method, you do have to use all three separations for this method in order to drop out enough tone.

"Either method produces a good black printer: The former gives you a normal dot pattern with good shadow detail (even though it is up in the 50-60-percent range); the latter gives you a rosette dot pattern, but does not impair the final print quality."

Gray said there is nothing new about these two methods, "but some of the newer fellows in the trade may not know them."

Editor's note: The Fairbanks Daily News-Miner won Eastman Kodak Co.'s "Run for the Money" color contest this year in the small-newspaper category and has won numerous awards for its color reproduction. ☐

Correction

An item in the March 1985 issue of presstime (Technology Notes, p. 56) said that "marketing" of ICORE Corp. products had been suspended until the firm's future role within Ramsey Engineering Co., which had recently purchased ICORE, could be evaluated. The item should have said that it was ICORE's "trade show activities" that had been suspended. (That suspension, ICORE said in August, no longer is in effect.) Presstime regrets the error. ☐

TECHNOLOGY CALENDAR

- **Impact '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott Hotel in Boston.
- **Lasers in Graphics** will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.
- **Web Tech U.S.A.**, a conference on web lithography, will be Oct. 2-3 at California Polytechnic State University, San Luis Obispo, Calif.
- The **International Newspaper Conversions Group** will meet Oct. 16-18 at the Vista International Hotel, Kansas City, Mo.
- The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Oct. 22-25 in St. Petersburg.
- **Digital Equipment Computer Users Society (DECUS)** will hold a symposium Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.

Milthorp

Offer "EXCLUSIVELY" A Unique Opportunity
FOR SALE
1981
(Installed April 1984)
GOSS METROLINER
Six Mono Units — Three Half Decks
One Multi-Web Broadsheet/Tabloid Folder
22" Cut-Off, 59" Web Width, 60,000 C.P.H.
Six Goss Autopasters — Four Angle Bar Levels
Can Be Seen In Operation — Immediately Available

Goss Urbanite
1978/84 Nine Mono Units
One Broadsheet/Tabloid Folder
8 Cary Autopasters
22¾" Cut-off, 36" Web Width
Series 1200
Can Be Seen in Pro.—Available Jan. 86
Mail Room Equipment Available Also

Goss Urbanite
1971/83 Nine Mono Units
Two Broadsheet/Tabloid Folders
8 Cary Autopasters
22¾" Cut-off, 36" Web Width
Series 1200
Can Be Seen in Pro.—Available Jan. 86
Mail Room Equipment Available Also

Milthorp Machinery Inc., Tel. 404/448-5284 • Telex 759450 (TPA USA GA) Terry Alliston

Searches raise privacy issue

Whether employees' privacy rights outweigh the rights of management to protect its premises from harmful influences—including the right to search lockers and desks for drugs, alcohol and weapons—may become a new issue at some newspapers.

A "balancing test" is involved, said D. Mark Hilliard, an associate in the Nashville law firm of King, Ballow & Little.

"Most arbitrators are receptive to the idea that management has a right to make searches in order to investigate possible infractions of company rules," Hilliard said. But there is a "reasonableness" factor involved, and the searches must be conducted fairly. Management should "be aboveboard as possible," he said.

The issue arose earlier this year at The Baltimore Sun when the company distributed a letter to employees restating longstanding policy that employee conduct that interferes with business operations will subject the individuals involved to disciplinary action.

For example, the Sun noted, "bringing onto company property, possessing, selling, or using intoxicants or controlled substances other than a drug prescribed by a physician" violates that policy.

The company said in the letter that it had received reports that some employees were bringing alcoholic beverages and drugs onto the premises, consuming or using them in the workplace, or attempting to work while in an impaired condition because of the use of alcohol or drugs. There also were reports that some employees were using the workplace in the course of distributing or selling narcotics.

The letter noted that the Sun has the right, at its discretion, to examine all packages brought into or taken from company premises. "We also have the right, and will exercise it, to examine without notice all company property, including, for example, desks, lockers and cabinets," the letter said.

The Washington-Baltimore Newspaper Guild subsequently notified the company that it considered searches to be a mandatory bargaining subject because they amounted to a unilateral change in work rules. Reporters were concerned about the privacy of their notes, the union said.

The Sun maintains that the search policy does not involve the privacy issue. "We have established with the unions that lockers and desks are company property and management has the right to inspect them, but there has been no test of that right" to date, noted John J. Banach, vice president/industrial relations.

Banach said that all employees with lockers have been issued new locks with two keys, and that a pass key is retained in the general services manager's office. "Eighty percent are using the locks we supplied," he said. Locks not issued by the company will be cut off in the event of a search.

Lockers are deemed company property.

"Unions are concerned about substance-abuse by people in the work force, too," said Leonard E. Adams, an international vice president of the Graphic Communications International Union. "But I don't believe the employer should unilaterally have the right to go through people's lockers."

Whether a bargaining obligation is involved "depends on the circumstances," said lawyer Hilliard. He noted that "sniffer" dogs—dogs trained to detect drugs—"can do a lot of good" in drug searches and are particularly effective in company parking lots.

Medical experts noted last year that drug use is becoming more prevalent in the newspaper business [presstime, June 1984, p. 8].

Three years ago, The Arizona Republic and The Phoenix Gazette issued a memorandum to all employees reminding them that lockers are the company's property and that the company "retains the right" to inspect them "at any time when in its discretion that appears necessary."

The memorandum noted that keeping any harmful substances or narcotics in lockers was prohibited. Refusal to permit inspection of lockers is grounds for disciplinary action "to include immediate discharge," it added.

Eldon A. Case, director of employee relations at the Phoenix papers, said the newsroom "knows we have the right to search desks." There have been no employee or union objections to the company's policy, he said.

Before the memorandum was issued, management met with union representatives to discuss reports regarding the suspicion of drugs and alcohol in the plant and asked for their cooperation in supporting the search policy.

Case reported that several searches of lockers have been conducted. In each instance, the company's in-house security personnel, union representatives and the person using the locker were present.

—Clark Newsom

Ballots being tallied on ITU merger

Counting of the ballots in the July 8-Aug. 21 ITU referendum on merger with the Teamsters was scheduled to begin Aug. 27.

The Denver office of the American Arbitration Association handled distribution of the ballots and was in charge of tabulating them.

Mark E. Appel, the AAA regional director in Denver, said it was "highly unlikely we will have the results" as early as the 27th. "It depends on the number of challenged ballots and whether they are sufficient in number to affect the outcome."

Under the procedures set for the referendum, if the number of challenged ballots is insufficient to affect the results of the election, the preliminary tallies will be announced to the membership, and the five-member ITU executive council will resolve "any objections to conduct alleged to have affected" the results of the election.

If the executive council finds that objectionable conduct affected the outcome, it may order a new election.

Three members of the council opposed the merger and two favored it [presstime, July 1985, p. 60]. ☐

NLRB judge finds NYC deliverers violated labor law

An NLRB administrative law judge found that a New York City newspaper deliverers' union violated the Taft-Hartley Act by inducing its members not to handle Investor's Daily, a financial newspaper that began publication in 1984.

Judge Harold B. Lawrence found that union members employed by wholesalers refused to distribute the five-days-a-week publication to retailers because it was delivered to the wholesalers by non-union drivers.

Earlier this year, U.S. District Judge Dickinson R. Debevoise granted a temporary injunction sought by Investor's Daily barring union members from refusing to handle the paper.

Lawrence recommended that the NLRB order the union—the Newspaper and Mail Deliverers' Union of New York and Vicinity—to stop its unlawful conduct. In addition, he recommended that the union be ordered to post a notice to members stating that it will not violate the secondary-boycott provisions of the act, and to pay to have the notice published in a daily newspaper of general circulation in the New York metropolitan area.

The union is appealing the decision to the board.

(Newspaper and Mail Deliverers' Union of New York & Vicinity and Raritan Periodical Sales Inc. and Investor's Daily Inc., JD(NY)-87-85) ☐

EEOC complaint dismissed by court

A charge that Newsday of Long Island, N.Y., violated the Age Discrimination in Employment Act has been dismissed by a federal judge on a technicality.

The Equal Employment Opportunity Commission had alleged that age-based retirement incentives, which the newspaper offered excess composing room employees in 1981, violated the act [**presstime**, Nov. 1981, p. 42].

The case establishes no precedent because the time limit for the EEOC to prosecute the charge had lapsed, prompting the dismissal by the U.S. District Court for the Southern District of New York.

(EEOC v. Times Mirror Inc. and Newsday Inc., USDC SDNY No. 84 Civ. 4692) ☐

Craft unions continue strike against Chicago Tribune

Negotiations with three unions striking the Chicago Tribune over new labor agreements were continuing in late August.

The Tribune has continued publication throughout the strike, which began July 18 [**presstime**, Aug. 1985, p. 47].

Tribune spokeswoman Ruthellyn Roguski refused to comment on reports that some of the striker replacements have been offered permanent jobs and that the Tribune brought in pressmen from other cities to help put out the paper. "We're not discussing operations," she said.

The newspaper is being delivered by members of the Teamsters, an action that has caused ill feelings among the striking printers and mailers who are members of the International Typographical Union. When the strike began, ITU members were voting on whether to merge with the Teamsters. (See story, p. 53.) Pressmen represented by the Graphic Communications International Union also are on strike.

In a letter written a week after the strike began, Teamsters President Jackie Presser accused ITU President Robert S. McMichen, who opposes the Teamsters merger, of calling the strike for political purposes. Presser charged that it was "a crass tactical move calculated to arouse anti-Teamsters sentiment in the midst of the current electoral struggle."

Presser said it was "outrageous" that the ITU strike was called without McMichen's summoning the international presidents of the unions at the Tribune for a meeting. The Teamsters president said that in such a setting, a program "could have been developed which would have protected the ITU members who work there."

The Teamsters president said there was "simply no possible way that Teamsters drivers could have refused to service the Tribune in light of the terms of our existing labor agreement."

McMichen did not return telephone calls from **presstime** for comment on Presser's letter.

The ITU had $5,696,542 in its strike fund at the end of 1984, and the Chicago strike is draining about $600,000 a month from the fund in benefits to the striking printers and mailers.

Meanwhile, the Tribune discontinued its 27,000-circulation afternoon Green Streak edition, which had not been published since the strike began. It said the decision to discontinue the edition was made prior to the strike. The newspaper will add a midweek magazine called Style starting Sept. 11. ☐

NLRB elections

Cedar Rapids (Iowa) Gazette, ITU: A unit of primarily part-time mailroom employees, excluding seven full-time mailers, voted 25-18 against further representation by Mailers' Union No. M-125.

(NLRB Case No. 18-RD-1370)

Portland (Ore.) Oregonian, IUOE: Engineers voted 6-0 against further representation by Stationary Engineers Local 87 of the International Union of Operating Engineers.

(NLRB Case No. 36-RD-1089)

Reading (Pa.) Eagle and Times, GCIU: Full-time and regular part-time mailroom employees voted 25-8 in favor of representation by Local 160-C of the Graphic Communications International Union.

(NLRB Case No. 4-RC-15851)

Recent contract settlements

Detroit News, GCIU, Guild, ITU: Three-year agreements covering photoengravers, editorial employees and mailers; retroactive to June 18, 1984.

Indianapolis Star and News, Guild: Four-year agreement covering editorial, library and building services departments; retroactive to Oct. 27, 1984.

(Details in September 1985 ANPA Labor & Personnel Relations Letter.)

New CWA head sets organizing as major priority

Morton Bahr, the new president of the Communications Workers of America, told the union's recent convention that one of his major priorities will be organizing the "information" industry.

"Organizing will be a priority activity that involves my personal attention," he said. Bahr joined the national CWA staff in 1957 as an organizer.

Earlier this year, the union won an NLRB representation election at The Post-Crescent of Appleton, Wis., where it represents advertising, bookkeeping, editorial and dispatch employees who were formerly represented by an independent union. The Appleton daily is the only newspaper with a CWA labor agreement.

Bahr, 59, succeeded Glenn E. Watts as president of the 650,000-member union. In 1982, Watts touched off speculation about the CWA's newspaper aspirations when he addressed the International Typographical Union's annual convention [presstime, Jan. 1983, p. 34].

At the CWA convention, Bahr also called on the government to conduct more detailed research into the health implications of video display terminals.

Local unions authorize walkouts

Local unions of The Newspaper Guild in three cities have authorized their leaders to call strikes against four newspapers if new labor agreements are not reached soon.

The potential walkouts are in:

- Philadelphia, where Local 10 set a strike deadline of Sept. 1. The union's agreement with The Philadelphia Inquirer and Daily News expired Aug. 31, 1985. In addition, members of Local 628 of the Teamsters have authorized a walkout there. The Teamsters' contract also expired the end of August. The Guild and Teamsters were among eight unions that struck the papers in 1982, causing a one-day suspension of publication. Earlier this year, Local 628 interrupted delivery of the April 14 Sunday edition.
- Chicago, where Local 71's agreement with the Chicago Sun-Times expired May 31, 1985. No strike deadline was set.
- Canton, Ohio, where Local 1's agreement with The Repository expired March 5, 1985. No deadline was set.

Illness afflicts New York Times

An outbreak of 29 cases of respiratory illness among employees of The New York Times that occurred in June and July is believed to be "now over," the company's medical director said.

Whether any of the employees had Legionnaires' disease, which is characterized by pneumonia, had not been confirmed by late August.

All but one of the affected employees have recovered. One individual is hospitalized with an illness that is not Legionnaires' disease, according to Leonard R. Harris, director of corporate relations.

"We have not had another case of pneumonia since July 13," Medical Director Howard R. Brown said.

Dr. Brown said in an Aug. 9 memo to the staff that bacteria called legionella were the probable cause of the outbreak. Legionella can cause legionellosis, which can take the form of Legionnaires' disease, he said.

Legionnaires' disease was first identified and named in 1976 after the deaths of 34 people who were in the vicinity of a Philadelphia hotel where members of the American Legion veterans organization were holding a convention.

One source of legionella can be infected water from rooftop water cooler towers that becomes airborne and is drawn into building ventilation systems. The New York Department of Health tested the water in towers at the Times and in a neighboring building. The tests at the Times were negative, but those at the neighboring building were positive. "Those towers could thus have been the source of the outbreak," Brown said.

The Times drew blood samples from more than 400 employees for the health department to ascertain whether an outbreak of legionellosis had occurred, Brown said.

Follow-up blood samples will be taken, and conclusive results will not be known until those samples are analyzed.

Guild wins dispute over ad pagination

In a jurisdictional dispute between the International Typographical Union and The Newspaper Guild, an arbitrator recently awarded "all aspects" of advertising pagination work to Guild-represented employees in the advertising department.

The ITU is seeking to have the award overturned in a provincial court.

The arbitration involved employees of Pacific Press Ltd., publisher of The Sun and The Province in Vancouver, British Columbia.

The arbitrator, Hugh G. Ladner, said ITU-represented employees are entitled to handle only advertising that arrives at the newspapers in hard-copy form.

Additional arbitration awards

Houston Post, GCIU: Elvis C. Stephens reinstated with back pay an apprentice pressman who had been discharged for "suspicion of attempted theft."

Toronto Globe and Mail, Guild: Kevin M. Burkett ruled that a circulation district sales representative was not entitled to a $20-per-week salary increase.

Toronto Star, GCIU: D.J. Baum converted to a six-month disciplinary suspension the discharge of a pressman for punching holes in a newsprint web as it was running on the press.

Toronto Star, Guild: Victor Solomatenko sustained the discharge of a delivery helper for refusing a work assignment.

Vancouver (British Columbia) Province and Sun, Guild, ITU: H. Allan Hope found the company improperly discontinued employees' sick-pay benefits during a 1984 strike.

Washington Post, ITU: Millard Cass ruled that the company did not violate the labor agreement by having non-bargaining-unit employees enter certain ads into the computer system.

Washington Post, ITU: Laurence E. Seibel sustained the discharge of a substitute printer for assaulting, while under the influence of alcohol, a foreman.

Washington Post, ITU: Jacob Seidenberg ruled that the company properly refused to give a printer training in new technology.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

41 ANPA seminars scheduled for 1986

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 41 training sessions to be held during 1986. Additional seminars and conferences are under consideration. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in **presstime**. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Labor and Personnel Relations Conference **Jan. 5-8**
San Diego

Designed for ANPA-member newspaper senior executives. Management of human resources is being altered by changes in the newspaper industry's organizational culture and by structural transformations in labor unions. Yesterday's management techniques may no longer be sufficient to meet the demands of today's bottom line. At this three-day conference executives will discuss techniques for improving their organizations, new union targets and changes in laws and regulations. Registration fee: $350.

Management Development Workshop **Jan. 13-16, San Francisco**
May 5-8, Norfolk, Va.
Sept. 22-25, Chicago

Leadership, decision making, communications techniques, motivation and coaching, team building, meeting management, problem identification and resolution; these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for members of ANPA, $800 for non-members.

Leadership in the Newsroom **Jan. 27-29, Sarasota, Fla.**
April 28-30, Chicago
Sept. 29-Oct. 1, Norfolk, Va.
Dec. 8-10, Austin, Texas

To help skilled journalists with the management part of their editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Newspaper Executives Marketing Seminar **Feb. 2-8, Houston**
Sept. 2-8, Scottsdale, Ariz.

To help newspaper executives learn more about their newspaper and its market by immersing themselves in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 on newspapers—which challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: $1,900 for members of ANPA and INPA, $2,300 for non-members.

Personnel Practices, Procedures
and Policies Workshop **Feb. 16-19, Chicago**

An overview of major personnel functions, including labor relations and government regulations as applied to the newspaper business. The workshop explores specific policies and practices of varying size newspapers and provides methods for implementing them. Personnel trends outside the business are also examined. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $350.

Advanced Management Workshop **Feb. 17-19, Sarasota, Fla.**
Oct. 13-15, San Francisco

A new session designed for senior-level managers and directors from all departments and those who have completed the ANPA Management Development Workshop, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/ICMA/NPRA Managing People in the Circulation Department or ANPA/INPA Management Skills for Newspaper Promotion. A review of the management skills addressed in the workshops listed above, plus study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Negotiating Strategy Seminar:
Salaried Units **Late February-early March, Chicago**

This workshop is intended for those employee relations executives and managing editors whose labor agreements with white collar units will expire within the next two years. The seminar discussion will be directed principally at those issues emphasized in model contract proposals and union bargaining goals that appear regularly in the course of negotiations. Participants may select other topics they wish to discuss in depth in the sessions. The development of counter proposals, alternative strategies and drafting of desired language are features of the seminar. Registration fee: $275.

Managing People in the **March 3-5, Austin, Texas**
Circulation Department **Oct. 27-29, Chicago**

Problem solving, motivation, performance appraisal; these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the International Circulation Managers Association. Cosponsored with ICMA and NPRA. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Total Newspaper Conference **March 17-19, St. Petersburg**

Since 1966, this conference—most recently called "Conference for Newspaper Men and Women"—has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $750 for members of ANPA, $900 for non-members.

Pressroom Options III **March 18-19, Chicago**

This symposium is for newspaper publishers, production executives, pressroom personnel, press manufacturers, paper, plate and ink suppliers and others. It will be the third symposium sponsored by the ANPA Technical Committee focusing on current technical developments, operational experiments and quality enhancements in the pressroom, including flexographic, letterpress and offset configurations. Registration fee: $250.

Newspaper in Education Conference **March 19-21, Los Angeles**

A special opportunity to learn and work with other NIE coordinators with successful NIE programs. Presentations by both newspaper managers and educators cover both starting and enhancing a NIE program. Cosponsored with the Canadian Daily Newspaper Publishers Association. Registration fee: $300, $380 for commercial attendees.

Strategic Planning Seminar **March 23-27, Houston**

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building of the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long range strategic planning. Cosponsored with INPA. Registration fee: $1,700 for members of ANPA and INPA, $2,100 for non-members.

Budgeting Workshop **June 9-11, Chicago**

This new program will help newspaper managers and executives without a finance background understand—and be better participants in—their newspaper's or newspaper company's budgeting process. International Newspaper Financial Executives members will serve as discussion leaders and describe how the budget can be used as a management tool. Cosponsored with I.N.F.E. Registration fee: To be announced.

Newspaper Training Conference **June 19-21, Denver**

A special opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development, for a specific department or the entire newspaper. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and experienced trainer, from newspapers of all sizes. Cosponsored with NPRA. Registration fee: $275 for members of ANPA and NPRA, $375 for non-members.

Labor Relations and Technology Seminar **June 20-21**
Atlanta

Held in conjunction with the ANPA Operations Management Conference & Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. Discusses the effects of technology and mergers on traditional bargaining concepts and its impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Registration fee: $300.

NIE Instructor Training Seminar **Oct. 6-10, Warrenton, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They'll study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: $380.

Tom Scott, circulation training manager, Indianapolis Star and News, leads discussion at 1985 Newspaper Training Conference in Boston.

Single Copy Symposium **Oct. 7-8**
Site: To be determined

Following a successful December 1984 Symposium sponsored by seven newspaper business organizations, this session will again review marketing forces and newspaper efforts in the area of single copy strategies. The symposium is for all newspaper executives needing to ensure a successful single copy program, including publishers, general managers and editors, and managers and directors from all newspaper departments including circulation, advertising, promotion, production, marketing and research. Registration fee: To be announced.

Labor Relations Seminar **Date and site:**
To be determined

For over 11 years this seminar has assisted general managers, managing editors and employee relations executives to both prepare for and conduct union contract negotiations. The seminar examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $425.

Management Skills for Newspaper Promotion Nov. 17-19
Sarasota, Fla.

Successful newspaper promotion requires participation and creative contributions of many people, with several skills and from different departments; this requires a special set of management and communications skills which are both studied and practiced at this workshop. The workshop participants examine the promotion manager's creative, professional and managerial role; they observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: $550 for members of ANPA and INPA, $675 for nonmembers.

Health and Safety Symposium **Date and site: To be determined**

Topics will include: VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: $250.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1000.

Hands-on seminars

These seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $550. The schedule for the second half of 1986 will be announced later.

Advanced Offset Press Operations **Jan. 6-10**
Feb. 3-7
March 10-14
April 7-11
May 5-9

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control progams for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control **Jan. 20-24**
May 19-23

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Process Camera Techniques for Newspaper Reproduction **Feb. 3-7**
April 7-11

This seminar for production and management personnel will provide attendees with a working knowledge of the normal instruments used for process camera operation in a newspaper. Also, it will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Color Scanner Operations for Newspaper Reproduction **Feb. 24-28**
April 21-25

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Direct Screen Color Separation for Newspaper Reproduction **March 17-21**

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology **June 2-6**

This seminar introduces management personnel to the latest developments in electronic editorial and production systems. It is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on hands-on seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1000. ☐

Job fair, newsletter among first minorities panel projects

After six months of planning, the industry-wide committee on minority employment has several programs under way.

The committee's first job fair for non-editorial employment will be held next month in Atlanta, in conjunction with the American Society of Newspaper Editors' regional fair for editorial jobs scheduled Oct. 3-5 [presstime, Aug. 1985, p. 10].

The Newspaper Personnel Relations Association will assist with the planning of the fair, which is aimed at recruiting minorities for jobs in non-editorial departments such as circulation, advertising, promotion and business.

The first issue of a minorities newsletter will be published by ANPA Foundation in September, and about 15,000 copies will be distributed to members of the 27 newspaper organizations participating in the work of the Minority Issues Steering Committee. Guides to minority employment will be prepared by the end of the year and made available to all ANPA-member newspapers.

Much of this initial activity will be funded through a $30,000 grant to ANPA Foundation from the James F. Copley Foundation.

As part of the committee's program, the American Press Institute is compiling a list of minority speakers who can address issues of minority staffing and coverage as well as general issues of interest to newspapers.

Also planned are a directory of minority programs and renewed efforts to interest minority high school students in journalism careers.

The Chicago Tribune Co. has made the services of a private consulting firm, James H. Lowry and Associates, available to ANPA Foundation in its work with the committee. ☐

Employees, Guild, city file suits against Globe-Democrat

The St. Louis Globe-Democrat has been hit with three lawsuits over money it allegedly owes employees, a union and the city.

Publisher Jeffrey M. Gluck, who took control of the newspaper in February 1984 [presstime, Feb. 1985, p. 51], has until Sept. 9 to respond to a suit filed by 14 employees seeking to force the newspaper into Chapter 11 bankruptcy. The plaintiffs contend that the paper owes them more than $13,000 in back wages. The suit seeks reorganization of the newspaper under the supervision of the U.S. Bankruptcy Court in St. Louis.

The Globe-Democrat is "not in any jeopardy of being closed down" as a result of the petition filed by the employees, Gluck said in a statement published in his newspaper Aug. 20. The suit, he said, was filed in "bad faith" and might affect the progress of negotiations with three different unnamed parties who have been discussing acquiring an interest in the paper.

Gluck said he expects the court to deny the petition for reorganization. He said the plaintiffs' attorneys were presented with $14,000 of negotiable bank money orders to pay fully the amount claimed by the 14 employees. However, he said, the attorneys refused the payment. He said the refusal was "appalling" and left the employees vulnerable to a countersuit by the newspaper.

In the union action, the St. Louis Newspaper Guild, which represents about 350 employees at the daily, filed suit in U.S. District Court seeking more than $41,500 in union dues that have been withheld from paychecks since February but not forwarded to the union.

Richard H. Amberg Jr., vice president and general manager of the Globe-Democrat, said the lawsuit was initiated by the Guild's executive board. Most of the board's members are employees of the rival St Louis Post-Dispatch, he noted. "As such," Amberg said, "we believe this is a conflict of interest and not in the best interest of the Globe and its staff."

In the other lawsuit, the city of St. Louis seeks about $80,300 in employee withholding and employment, or "head," taxes, including penalties and interest. Amberg said that a payment plan had been worked out by the newspaper's attorneys and that the suit "should not have been filed." ☐

Mutual drops First Amendment insurance

Newspapers carrying First Amendment insurance will not have their policies renewed because the carrier is discontinuing coverage.

First Amendment insurance had been available since 1980 to ANPA-member newspapers that carried libel insurance with The Mutual Insurance Co. Ltd. of Bermuda [presstime, March 1985, p. 16].

Paul L. O'Brien, Mutual's U.S. general counsel, said the company was discontinuing the insurance because the "level of participation and interest has dropped."

At the end of last year, 399 dailies and weeklies were carrying the insurance, which was designed specifically to help U.S. newspapers pay legal costs associated with defending or pursuing First Amendment rights cases. Since then, the number of participating papers has dwindled to below 200, O'Brien said.

Cases eligible for First Amendment coverage included questions of prior restraint, dissemination, access and statutory limitation upon publication.

Up to $100,000 in coverage could be obtained under the First Amendment plan at rates based on Mutual's premiums for a $100,000 libel policy. O'Brien noted that "with the cost of libel insurance up, newspapers are cutting corners." ☐

USA Today targets May for printing in Europe

The international edition of USA Today will be printed in Europe beginning next May.

Gannett Co. said it had reached an agreement with Ringier Co. AG of Zurich, Switzerland, to print the newspaper. The Swiss company will receive satellite transmission of pages from the United States.

Currently, the international edition of USA Today is printed in Westchester County, N.Y., and airlifted overseas [presstime, July 1984, p. 60]. It is sold in Europe and parts of the Middle East.

Already publishing in both Europe and Asia are two dailies owned by U.S. companies—the International Herald Tribune and The Wall Street Journal—as well as The Stars and Stripes, which serves U.S. forces stationed overseas. A weekly international edition of The Christian Science Monitor is printed in London. ☐

Minority fellowship recipients named for rest of '85

ANPA Foundation announced the recipients of 13 minority fellowships for seminars in the second half of 1985.

Designed to increase the number of minorities in newspaper management, the 91 fellowships awarded semiannually since 1981 have provided expenses for training seminars sponsored by ANPA and other newspaper organizations [presstime, March 1985, p. 47].

The most recent winners—12 people working in various departments of newspapers and one university professor—were selected from more than 100 applicants. Recipients and the seminars they will attend are:

- Bennie Ivory, managing editor, Jackson (Miss.) Daily News—The Non-News Side of Newspaper Publishing Seminar, American Press Institute, Reston, Va., Sept. 15-20
- Joe S. Roper Jr., circulation branch manager, Atlanta Journal and Constitution, and Elizabeth A. Williams, director, human resources, The Times of Shreveport, La.—ANPA Management Development Workshop, Washington, D.C., Sept. 16-20
- Felix F. Gutierrez, associate professor of journalism, University of Southern California, Los Angeles—ANPA/ASNE/APME Leadership in the Newsroom Workshop, Washington, D.C., Oct. 14-16
- Diana Gonzales, managing editor, Del Rio (Texas) News-Herald; Allen H. Johnson III, executive editor, Winston-Salem (N.C.) Chronicle; Linda Waller Nelson, city editor, Gannett Westchester Rockland Newspapers Inc., White Plains, N.Y.; Joe Oglesby, day city editor, The Miami Herald; and Pamela R. Sutton, assistant news editor/politics and banking news desk, The Wall Street Journal—ANPA/ASNE/APME Leadership in the Newsroom Workshop, Chicago, Nov. 11-13
- Lionel Wade, assistant city circulation manager, Detroit Free Press—Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association, Washington, D.C., Dec. 2-4
- Ollie L. Young, human resource director, The Courier-News, Bridgewater, N.J.—API News-Editorial Management for Non-News Executives Seminar, Reston, Va., Dec. 8-13
- Byron V. Acohido, business writer, Dallas Times Herald—The Economic Outlook for 1986, Washington Journalism Center, Washington, D.C.. Dec. 10-12
- David M. Lewis, picture editor, The Evening Sun, Baltimore—API Picture Editors and Graphics Editors Seminar, Reston, Va., Dec. 15-20. ☐

UPI, Guild mediation talks collapse

Mediation talks between United Press International and the Wire Service Guild broke off in late August with no schedule for future sessions.

Discussions began earlier in the month under supervision of a federal mediator over a dispute regarding the 750 Guild employees' labor contract.

UPI, which is in Chapter 11 bankruptcy proceedings, had asked the federal bankruptcy court to cancel its Guild contract. Management said the release was necessary for UPI to achieve economic stability [presstime, Aug. 1985, p. 61]. The Guild threatened to ask employees for authorization to call a strike. Both parties agreed to hold off those actions pending outcome of mediation.

Further talks "would be subject to the mediator's report" to the bankruptcy judge, said a spokesman for the Federal Mediation and Conciliation Service.

Also, UPI set a Sept. 13 deadline for submission of bids to buy the company. ☐

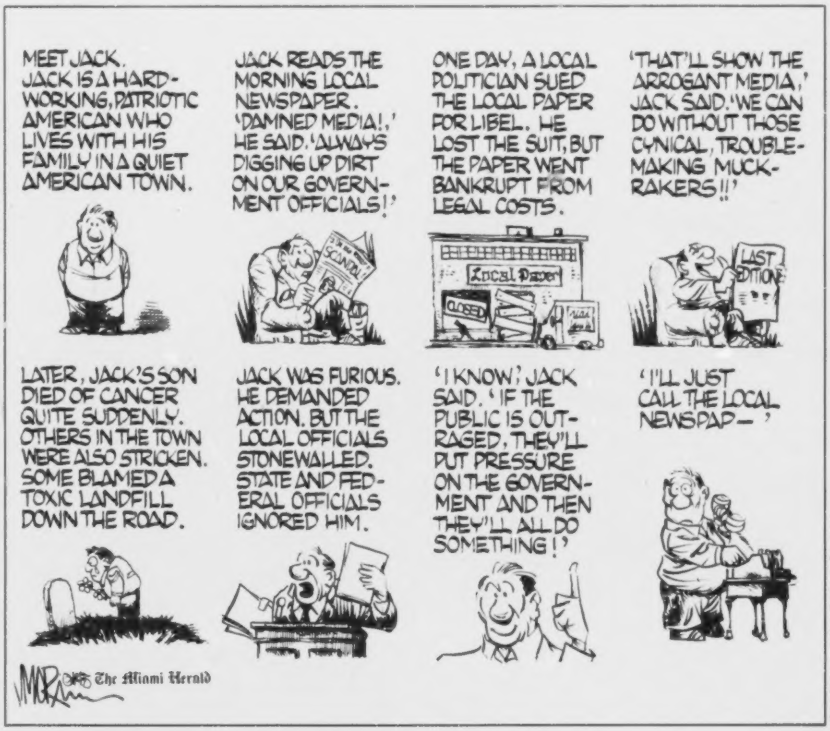
UTU rejects rail labor agreement

United Transportation Union members rejected a tentative labor agreement with railroads in the United States. Subsequently, mediation sessions broke off in August [presstime, Aug. 1985, p. 58].

Mediators continued to hold talks with 12 other U.S. rail unions.

Under the Railway Labor Act, the earliest possible time for a strike would be 90 days after all negotiations end.

In Canada, the two principal railroads are also facing labor problems. They are in conciliation with some of the unions. ☐


MEET JACK. JACK IS A HARD-WORKING, PATRIOTIC AMERICAN WHO LIVES WITH HIS FAMILY IN A QUIET AMERICAN TOWN.
JACK READS THE MORNING LOCAL NEWSPAPER. 'DAMNED MEDIA!,' HE SAID. 'ALWAYS DIGGING UP DIRT ON OUR GOVERNMENT OFFICIALS!'
SCANDAL
ONE DAY, A LOCAL POLITICIAN SUED THE LOCAL PAPER FOR LIBEL. HE LOST THE SUIT, BUT THE PAPER WENT BANKRUPT FROM LEGAL COSTS.
Local Paper
CLOSED
'THAT'LL SHOW THE ARROGANT MEDIA,' JACK SAID. 'WE CAN DO WITHOUT THOSE CYNICAL, TROUBLE-MAKING MUCK-RAKERS!!'
LAST EDITION
LATER, JACK'S SON DIED OF CANCER QUITE SUDDENLY. OTHERS IN THE TOWN WERE ALSO STRICKEN. SOME BLAMED A TOXIC LANDFILL DOWN THE ROAD.
JACK WAS FURIOUS. HE DEMANDED ACTION. BUT THE LOCAL OFFICIALS STONEWALLED. STATE AND FEDERAL OFFICIALS IGNORED HIM.
'I KNOW,' JACK SAID. 'IF THE PUBLIC IS OUTRAGED, THEY'LL PUT PRESSURE ON THE GOVERNMENT AND THEN THEY'LL ALL DO SOMETHING!'
'I'LL JUST CALL THE LOCAL NEWSPAP—'
MG The Miami Herald

Distributed by King Features Syndicate

This cartoon and other camera-ready materials are available to promote National Newspaper Week, Sept. 15-21. The promotion kit is available for $6 plus $1.58 for postage from the Ohio Newspaper Association, 145 E. Rich St., Columbus, Ohio 43215.

Evening News board moves closer to partial or complete sale of firm

Directors of the Evening News Association, the reluctant target of widespread investor interest, have edged very close to putting the media company up for sale.

The directors bowed in late August to increasing internal and external pressure as they notified shareholders that discussions were under way with potential buyers of part or all of the Detroit-based firm. Recent bidding for the company opened with an offer scheduled to expire at the end of August. It was submitted July 29 by television producers Norman M. Lear and A. Jerrold Perenchio, who offered $1,000 a share in cash. They later raised the offer to $1,250.

But in a letter to shareholders, the Evening News board called the offer "inadequate." The letter, signed by President Peter B. Clark, said the board "has determined that it may be necessary at this time to attempt to sell all or part of the company's properties" to provide all shareholders with the "highest price per ENA share."

Clark previously said the company was not for sale.

However, an investment banking firm retained by some Evening News stockholders said about "two dozen media companies" have shown interest in acquiring the company, which owns five television stations, two radio stations and 10 newspapers including The Detroit News and The Desert Sun of Palms Springs, Calif.

Porter Bibb, managing director of the investment firm Ladenburg, Thalmann & Co., said The Hearst Corp. and Gannett Co. are among the interested parties. Hearst and Gannett declined to comment. Bibb said his firm and another investment banking house are advising holders of between 20 percent and 30 percent of News Association stock.

In other recent developments related to ownership of media companies:

- The Times Mirror Co. purchased 7.5 million of its shares for $750 million. A spokesman said the shares, which represented 10.4 percent of the outstanding stock, have been retired. The portion of the publicly traded company owned by the Chandler Trusts, an Employee Stock Ownership Plan, and company directors and officers has consequently increased to about 40 percent.
- Southam Inc. shareholders adopted a less stringent version of a fair price amendment previously approved by the company's directors [presstime, Aug. 1985, p. 60]. Under the amendment, a business combination would have to be approved by a majority of the voting shares, excluding those of a would-be acquirer. The amendment defines a would-be acquirer as holder of 40 percent or more of the Canadian company's stock.
- Tribune Co. of Chicago is seeking a waiver of Federal Communications Commission cross-ownership rules that would permit it to retain for 18 months a Los Angeles television station it has agreed to buy; its newspaper, the Daily News of Los Angeles; and its two nearby cable systems. Tribune Co. has said it intends to try to swap the News for "a comparable newspaper or newspapers."
- Rupert Murdoch is seeking two-year waivers of cross-ownership rules that would permit him to own simultaneously television stations in Chicago and New York, the Chicago Sun-Times and the New York Post. The stations are among those Murdoch has agreed to buy from Metromedia Inc.
- Capital Cities Communications Inc. is seeking a permanent waiver of cross-ownership rules, which would allow the company to retain its Philadelphia television station and a New York City television station owned by ABC, which it is acquiring.

Recent acquisitions

The State-Record Co. of Columbia, S.C., acquired Harris Newspapers Inc. of Starkville, Miss., which includes the following dailies: the Starkville Daily News, circulation 6,355, and the Daily Times Leader, West Point, Miss., circulation 3,737.

Macromedia Inc. of Hackensack, N.J., is acquiring The News-Tribune, Woodbridge, N.J., daily circulation 53,404.

Park Communications Inc. of Ithaca, N.Y., is acquiring the Register-Star, Hudson, N.Y., daily circulation 15, 292.

Ogden Newspapers Inc. of Wheeling, W.Va., acquired the Marshalltown (Iowa) Times-Republican, daily circulation 14,450.

Newfoundland Capital Corp. Ltd. of Gander acquired The Daily News, Halifax, Nova Scotia, circulation 20,000.

Changes in command

The **National Association of Black Journalists**, at its 10th Annual Convention July 31-Aug. 4 in Baltimore, elected the following new officers:

- *President*—Albert E. Fitzpatrick, Knight-Ridder Newspapers Inc., Miami
- *Vice President-Print*—Betty Baye, The Courier-Journal, Louisville
- *Vice President-Broadcast*—Tony Cox, KCBS-TV, Los Angeles
- *Secretary*—Ruth A. Ollison, KRLD-TV, Dallas
- *Treasurer*—Thomas Morgan, The New York Times.

The **National Press Photographers Association,** at its annual convention July 11-14 in Nashville, elected the following new officers:

- *President*—William Sanders, Fort Lauderdale (Fla.) News and Sun-Sentinel
- *Vice President*—Tom Strongman, The Kansas City (Mo.) Star Co.
- *Secretary*—Mary Lou Foy, The Miami Herald.

Inland's Reg Ivory elected president of NAM

Reg Ivory, executive director of the Chicago-based Inland Daily Press Association, was elected to a one-year term as president of the Newspaper Association Managers during the organization's annual convention in Lincolnshire, Ill., Aug. 4-8. Ivory succeeds Warren M. Hoyt, executive director of the Michigan Press Association.

Other officers elected include: Edwin W. Tucker, executive secretary of the New Jersey Press Association, vice president; and ANPA Executive Vice President and General Manager Jerry W. Friedheim, secretary.

NAM Executive Secretary Stephen E. Palmedo was appointed treasurer of the association.

Exchange

For sale: 42 rolls of newsprint, 14½-inches wide, 30-pounds. Contact Pam Byrne, production manager, Concord Monitor, Concord, N.H. 03301-1177; (603) 224-5301.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

ANPA *Calendar*

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation Newspaper in Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Sept. 26

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., Oct. 8-10

ANPA/Canadian Pulp and Paper Association Technical Section, Joint Standing Committee meeting
Hyatt Regency O'Hare, Chicago, Oct. 9

Newsprint Seminar sponsored by ANPA and the CPPA Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

ANPA Legal Affairs Committee meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA/American Bar Association Task Force meeting
Sheraton Inner Harbor Hotel, Baltimore, Oct. 25

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 28-Nov. 1

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 31

ANPA Newspaper Health and Safety Symposium
New Orleans Marriott, Oct. 31-Nov. 1

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Point Claire, Quebec, Nov. 6

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Point Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA

Officers

Chairman and President
Richard J. V. Johnson, Houston Chronicle

Vice Chairman
Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami

Secretary
K. Prescott Low, The Patriot Ledger, Quincy, Mass.

Treasurer
Arthur Ochs Sulzberger, The New York Times Co.

Chairman of Executive Committee
William C. Marcil, The Forum, Fargo, N.D.

Directors

Garner Anthony, Cox Enterprises Inc., Atlanta
Frank A. Bennack Jr., The Hearst Corp., New York
Charles T. Brumback, Chicago Tribune Co.
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps Howard, Denver
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Heminger, The Courier, Findlay, Ohio
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
George W. Wilson, Concord (N.H.) Monitor

Staff

Executive Vice President and General Manager, Jerry W. Friedheim
Senior Vice President and Deputy General Manager, Thomas C. Fichter
Vice President/Human Resources, Roy W. Anderson
Vice President/Industry and Public Affairs, Robert L. Burke
Vice President/presstime Editor, James E. Donahue
Vice President and Director/ANPA Foundation, Judith D. Hines
Vice President/General Counsel, W. Terry Maguire
Vice President/Technical, William D. Rinehart
Director/Technical Research, George Cashau
Director/Telecommunications Affairs, Kathleen Criner
Director/Membership Development, Mark Daly
Director/Technical Services, Peter P. Romano
Manager/Board of Directors Office, Bruce N. Bant
Manager/Accounting, Glenn R. Beales
Manager/Technical Training, Arthur M. Boudreau
Manager/Government and International Affairs, Martin Casey
Manager/Labor Relations, Charles Cole
Manager/Technical Services, John J. Ford
Manager/Membership Services, Michael Genick
Research Manager/Computer Applications, John W. Iobst
Personnel Manager, Marguerite J. Mundy
Manager/Environmental Services, Richard W. Neergaard
Manager/Training Services, Stephen E. Palmedo
Manager/Newsprint and Transportation, Joseph F. Prendergast Jr.
Manager/Personnel Relations, Patricia P. Renfroe
Manager/Public Affairs, William Schabacker
Manager/Education Services, ANPA Foundation, Linda B. Skover
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner

New lawyer, hygienist, telcom specialist join staff

Three new professionals have joined the ANPA staff. They are:

- Brigette M. Rouson, counsel in the Legal Department.

She joined ANPA from USA Today where she was a copy editor. Prior to that, she was a law clerk in Washington and a writer/researcher for Congressional Quarterly magazine. She also has been a legal consultant and newsletter contributor to the National Black Media Coalition in Washington.

She received a law degree from Georgetown University in Washington, D.C., and a bachelor's degree in journalism from Howard University, also in Washington.

- Ellen F. Walaski, an industrial hygienist on the environmental services staff.

Previously, she was an industrial hygienist for the Marine Corps Development and Education Command in Quantico, Va.

She has a master's degree in industrial hygiene from Central Missouri State University in Warrensburg, a bachelor's degree in biology from Northeast Missouri State University in Kirksville, and also attended the Philadelphia College of Pharmacy and Science.

- Deborah S. Walker, telecommunications systems specialist in the Telecommunications Affairs Department.

Previously, she was a product marketing specialist with FirsTel Information Systems in Denver; was a marketing engineer with GTE Corp. in Springfield, Va.; and held various positions with TDX Systems Inc. of Vienna, Va.

She has a bachelor's degree in business administration from the College of William and Mary in Williamsburg, Va. ☐

Brigette M. Rouson

Ellen F. Walaski

Deborah S. Walker

First camera seminar for minorities

The first Camera Training Seminar for newspaper minority employees will be sponsored by ANPA Foundation Dec. 9-13 at The Newspaper Center.

The one-week seminar will be limited to six participants.

Arthur M. Boudreau, ANPA manager/technical training, said the seminar will include the latest techniques of making halftones, film processor operation, use of densitometers and computerized exposure equipment.

There is no registration fee for the seminar. Newspapers are to pay the travel and lodging expenses of the trainees.

For information, contact Nancy Osborn at ANPA Foundation, The Newspaper Center, Reston, Va. (703) 648-1000. ☐

New members

The Korea Times New York Edition

Long Island City, N.Y. (circulation 11,000). Peter H. Ohm, publisher.

The Daily Dispatch

Douglas, Ariz. (circulation 3,628). Aaron E. Loney, publisher.

Reminder

ANPA's telephone number has been changed to (703) 648-1000. A card containing direct-dial numbers of key staff members will be distributed to all ANPA members.

Postal board listening

I read with interest your observations in the Chairman's Corner in the (July) issue of presstime.

It is helpful to recognize that the governors are a viable, functional element of the triumvirate.

Please be aware that we remain vitally interested in the opinions and desires of all our customers.

Your interest and concern for matters related to our company, the United States Postal Service, is matched by my board.

John R. McKean
Chairman
USPS Board of Governors
Washington, D.C.

Praises graphics story

Just finished reading your article on syndicated and computer graphics in the (August) issue of presstime and must say that it is the most accurate, best written, least biased piece I've seen on the subject in the past four years. Congratulations!

Richard A. Curtis
Managing editor/graphics & photography
USA Today
Rosslyn, Va.

Missing children

The newspaper business is to be commended for the initiative on behalf of America's missing children (presstime, June). It is through the joint efforts of many organizations and the American public that we can tackle this problem.

Jackie A. Strange
Deputy postmaster general
Washington, D.C.

Helping handicapped

Many thanks for your fine article on job opportunities within the newspaper industry for handicapped persons (presstime, June).

You mention a growing awareness about handicapped people and their capabilities. Articles such as yours help perpetuate that awareness and break down barriers that have kept many talented people from realizing their potential.

Vincent J. Dollard
Senior public information specialist
National Technical Institute for the Deaf
Rochester Institute of Technology
Rochester, N.Y.

over-set

Deux frères assassinés
De nombreux meurtres demeurent insolubles
MARTINEAU
SONY XBR
Dumoulin

Canapress Photo Service

Just before the Shriners Circus opened in Montreal, Newton, a 5-year-old chimpanzee, brought himself up to date on events in Africa and elsewhere in the world.

Now you don't see it, now you do

The following items were published under the heading "Dear Reader" on the front pages of The News and The Daily Advance of Lynchburg, Va.:

On July 8: "All pages for Monday's edition of The News and The Daily Advance were taken from the newsroom on Sunday. Most advertisements and stories could be reproduced, but some, including the comics, could not.

"The matter has been reported to the Lynchburg police as a theft."

On July 9: "The pages for Monday's editions of The News and The Daily Advance that were reported to the police as stolen were discovered about 4 p.m. Monday. They had been inadvertently inserted into a pouch containing pages published in April. . . . The newspapers regret any inconvenience to their subscribers and advertisers."

What's black and white and spread all over? Kitty litter-acy!

Considering that newspapers are used to line birdcages and house-break dogs, it should not be too surprising to learn that a Canadian company is marketing a brand of cat litter made of waste newspapers. It's called "Yesterday's News."

"Nothing new had happened in the cat litter market for about 40 years until we came along," says Gordon R. Fischel, president of Celltech International Ltd. of Moncton, New Brunswick, whose company is seeking a niche for "Yesterday's News" in the $400-million-a-year cat litter market in North America.

Fischel spent a quarter of a million dollars developing a process to turn paper into pellets. Today, his company, uses about 80,000 pounds of waste newspapers a week.

He claims his product is more absorbent than traditional clay litter, will not stick to the bottom of trays, controls odor better and even can be reused as plant fertilizer.

The newspapers are not deinked, and the question of ink-rub off is an obvious one. "We have never had any complaints," says Fischel, who nonetheless took out a $5-million liability insurance policy because he feared that someone would complain that their cat had tracked black ink all over their white carpet.

EXTRA ABSORBENT · EXTRA DEODORIZING · EXTRA DUST-FREE
CAT LITTER FROM RECYCLED NEWSPAPER
40% LIGHTER
100% MORE ABSORBENT
PELLETS WON'T CAKE OR STICK
YESTERDAY'S NEWS
CAT LITTER

Newspaper, library team up in California

Newspapers' renewed emphasis on promoting literacy has taken an interesting turn in Kern County, Calif.

The library system there used The Bakersfield Californian to distribute its Spring 1985 Library-By-Mail catalog.

The system's director, Robert E. Cannon, initially approached the paper about the possibility of free distribution of the preprinted, 20-page catalog, which previously had been sent through the mail. After consultations with Lynn R. Bryan, the Californian's director of marketing and sales, the newspaper and library agreed to a charge of $13.90 per thousand for distribution of 25,000 zoned copies as a supplement to the newspaper.

"It was a no-profit pricing arrangement to cooperate in this public service gesture," said Bryan.

"It's a great way to distribute something to the public," Cannon said. "It's cheaper than direct mail."

Newspaper numbers

1,534—number of U.S. cities with at least one daily newspaper.

543—number of U.S. dailies not owned by a group of two or more newspapers.

11,960—number of dollars a 1984 journalism school graduate could expect to earn in his or her first year at a U.S. daily newspaper (median figure).

1—number of North American daily newspapers still selling for 5 cents a copy. (Daily Bulletin of Dauphin, Manitoba).

82—number of North American Sunday newspapers selling for $1 a copy.

An Advertisement to Editors, News Directors, and Reporters

For the Skinny on Equal Access Long Distance

The telephone divestiture agreement covering Equal Access Long Distance means a whole new set of stories on long distance service.

When Equal Access takes effect in your area, a toll-free call to 800-826-4450 can give you quick, clear and complete answers to any number of questions your news stories will need to handle.

What telephone systems will be affected in your area? When? Will they have 1-plus dialing convenience? What about rotary phones? Cost? Billing? Extra charges? Sound quality? Service? 24 hours? For business only? How soon will it start in this town or that? What's liable to happen next and how long will all this keep going on?

The answers to questions like these are available at 800-826-4450. GTE Sprint is providing this service in the public interest, our own interest, and the interest of all long distance customers.

Phone 800-826-4450

The Information Number for Equal Access Long Distance

GTE SPRINT

© 1985 GTE Sprint

Dear Mr. President, you have a new neighbor.

Gannett is pleased to announce that its corporate headquarters is now located at 1100 Wilson Blvd., Arlington, VA 22209, just across the Potomac River from the White House, overlooking the nation's capital.

GANNETT

1100 Wilson Blvd.
Arlington, VA 22209
(703) 284-6000